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TOURISM AND CONVENTION SKYLINE

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URBAN/MUNICIPAL

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TOURISM AND CONVENTION SKYLINE

Volume 1, Issue 1

Economic Development Department
Regional Municipality of Hamilton-Wentworth

First Quarter 1988



Volunteers will repeat the re-enactment of the Battle of Stoney Creek at historic Stoney Creek Battlefield on June 12 as part of this year's Canada Flag Week celebrations.

Hamilton-Wentworth: Growing with Tourism

Hamilton-Wentworth is growing with tourism, and from May 16 through May 21, the Greater Hamilton Region will join the nation in celebrating **National Tourism Awareness Week**.

This showcase of Regional hospitality will kick-off with a cheque representing tourism's value to the Regional economy which will be presented to Regional Chairman Bill Sears and Regional Council.

A special 'Hospitality Breakfast' for Greater Hamilton media and a public service announcements radio campaign will also help launch the 1988 tourism awareness program.

The tables will be turned on Monday, May 16, when area VIPs take to the floor and tables as servers at the Tourism Employee Recognition Reception.

Designed to recognize the efforts of front line staff employed in the hospitality industry, the evening will feature Employee of the Year and Cabbie of the Year awards, and the Greater Hamilton Cocktail Contest will demonstrate the creative mixing skills of the Region's finest bartenders.

Also scheduled for Monday is the Second Annual Tourism Baby Ambassador Recognition Award.

Hospitality training sessions, the Convention Ambassador Awards Banquet, Greater Hamilton's 'Phone Home' campaign are among the events scheduled for mid-week.

Saturday, May 21, will be the grand finale to Tourism Awareness Week.

Downtown Hamilton's BIA is planning the city's first Restaurant Games in Gore Park, featuring a variety of races designed to test the skill and dexterity every restaurant server needs to be the best.

Hamilton museums are offering free admission on May 21, walking tours of downtown Hamilton are being planned and a number of private



Like other Hamilton museums, Dundurn Castle will offer free admission to all visitors on Saturday, May 21, the finale of Tourism Awareness Week.

sector attractions are also considering special open houses during Tourism Awareness Week.

The Hamilton & District Chamber

of Commerce is dedicating its May issue of Panorama to tourism in Greater Hamilton with articles on the industry's importance.

Tourism & Convention Services Division Staff

Gabe Macaluso — Manager

Mary McChesney

— Tourism Sales Officer

Janet Foster

— Tourism Services Officer

Nancy Yarmel

— Convention Sales Officer

Dilna Khory

— Convention Services Officer

Peg Jaycock

— Information Clerk

Angie Pellegrino

— Information Clerk

Volunteer Group

— Lady Hamilton Club

President — Irene Frost

**Your Direct Line to Tourism & Convention Services is:
(416) 526-4222**

Quick!

What's Our Fastest Growing Industry? Tourism is Number Two and Rising

Canada's tourism industry employs almost 600,000 people directly, and helps pay the salaries of an additional 600,000.

It's Canada's fastest growing generator of new employment, creating jobs more than twice as fast as any other industry.

Tourism is a major contributor to the national economy. In 1986, tourism generated over \$22 billion, or 4.3 percent of Canada's GNP. Of this amount, over \$6 million was received from foreign visitors to Canada. This makes tourism Canada's second largest earner of foreign exchange, outranked only by auto parts and vehicles. Only four years ago tourism was the country's fifth largest earner of foreign exchange.

Tourism out-performs such high profile industries as crude petroleum, newsprint, lumber, natural gas and wheat by a large margin.

Tourism's impact in Greater Hamilton is just as impressive. Tourism and Conventions account for 16,000 jobs directly and a further 15,000 indirectly.

In Hamilton-Wentworth, our awareness of the value of the rapidly-growing **Tourism and Convention industry** is most evident in the direction of the Regional Economic Development Strategy.

An extensive new marketing campaign promoting attractions assisted in bringing approximately one million tourists to the Region in 1987 — generating over \$100 million.

Most visitors to Greater Hamilton last year came from within a 500 mile radius which includes Southern Ontario, Quebec and our bordering states of New York, Pennsylvania,



African Lion Safari in Rockton is one of the Region's leading private sector tourist attractions.

Ohio and Michigan.

Regional Council this year established a Tourism Advisory Board, and has allocated funds to establish two new Tourism Information centres, one in Downtown Hamilton at King and Catherine Streets and another at Confederation Park.

As well, there is great optimism that development of a proposed hotel site at Confederation Park will become a reality.

Convention statistics are equally

positive. A 70 percent increase in the number of conventions and a 44 percent increase in the number of delegates was recorded in 1987.

There were 141 Conventions — attended by 76,780 delegates — which generated \$136 million in the regional economy, an 89 percent increase from the previous year.

Tourism and Conventions have tremendous expansion potential in Hamilton-Wentworth, despite impressive growth in recent years.



Heritage aircraft like this WWII era plane will be part of this year's Hamilton International Air Show June 18-19. Photo: The Hamilton Spectator

Conventions

- IODE Conference
- Ontario Electrical League
- Canadian Judo Olympic Trials
- Ontario Catholic Charismatic Spring Mini Conference
- Canadian Calorie Counters
- Ontario Ladies Golf Association
- Kiwanis Music Festival
- School of Social Work
- Philosophy Conference
- Advance Process Control
- I.B.E.W (Brotherhood of Electrical Workers)
- Young Authors Day
- McMaster Symposium on Iron & Steel
- Ontario Association of School Business Officials
- Industry Education Council
- Square Dance Convention
- Critical Appraisal Workshop
- Great Lakes Research Conference
- Canadian National Gymnastic & Trampoline Championships
- Consulting Engineers of Ontario
- Workshop on Waste Water Engineering Systems
- Ontario Association of Credit Counselling Services
- Health Policy Convention
- Business & Professional Women's Club
- Canadian Association of Administrative Assistants
- Hamilton & District Aquarium Society
- Rehabilitation Workshop
- Canadian Elevator (SECA)
- Canadian Mothers Union Conference
- Ontario Arenas Association
- Canadian Meteorological & Oceanographic Society
- Media Club of Canada

April 11 - 15
April 14 - 16
April 22 - 24

April 22 - 24
April 29 - May 1

May 2 - 5
May 2 - 8
May 4 - 8
May 6 - 8
May 8 - 13
May 9 - 12
May 10
May 10 - 12
May 10 - 14
May 11
May 12 - 15
May 15 - 20
May 17 - 20

May 17 - 22
May 18 - 19
May 19 - 20
May 25 - 27
May 26 - 31
May 27 - 29
May 27 - 29
May 27 - 29
May 30 - 31
May 31 - June 2
June 1 - 5
June 1 - 5
June 5 - 10
June 8 - 11

- St. Vincent de Paul
- Knights of Columbus
- Ontario Association of Social Workers
- Canadian Red Cross Society (Ontario Division)
- Society of Teaching & Learning in Higher Education
- Canadian Auto Club

June 10 - 12
June 11 - 13
June 15 - 17
June 16 - 18
June 18 - 21
June 26 - 29

Calendar of Upcoming Events

- Royal Botanical Gardens Annual Orchid Show
- Arenacross (Copps Coliseum)
- Opera Hamilton presents "Faust" by Gounod (Hamilton Place)
- Amstel Light Marathon (Hamilton)
- Tourism Awareness Week (Greater Hamilton)
- Bluegrass Canada (Carlisle)
- Streetwave (teenage/young adult lifestyle consumer show) (Copps Coliseum)
- Military Heritage Days (Battlefield Park)
- Royal Botanical Gardens Iris Show
- Dundas Kite Fest (Dundas Conservation Area)
- Canada Flag Week (Stoney Creek)
- Ancaster Heritage Days
- The Great Christie Picnic (Christie Conservation Area)
- Hamilton International Airshow (Mount Hope)
- Geritol Follies (Hamilton Place)
- Royal Botanical Gardens Annual Rose Show
- Your Festival (Gage Park)

April 2 - 3
April 16
April 28 - 30
May 1
May 16 - 21
June 3 - 5
June 3 - 5
June 4-5
June 5
June 5
June 4 - 12
June 10 - 12
June 12
June 18 - 19
June 21 - 24
June 25 - 26
June 30 - July 3

**For additional information on these and other events, call:
(416) 526-4222**

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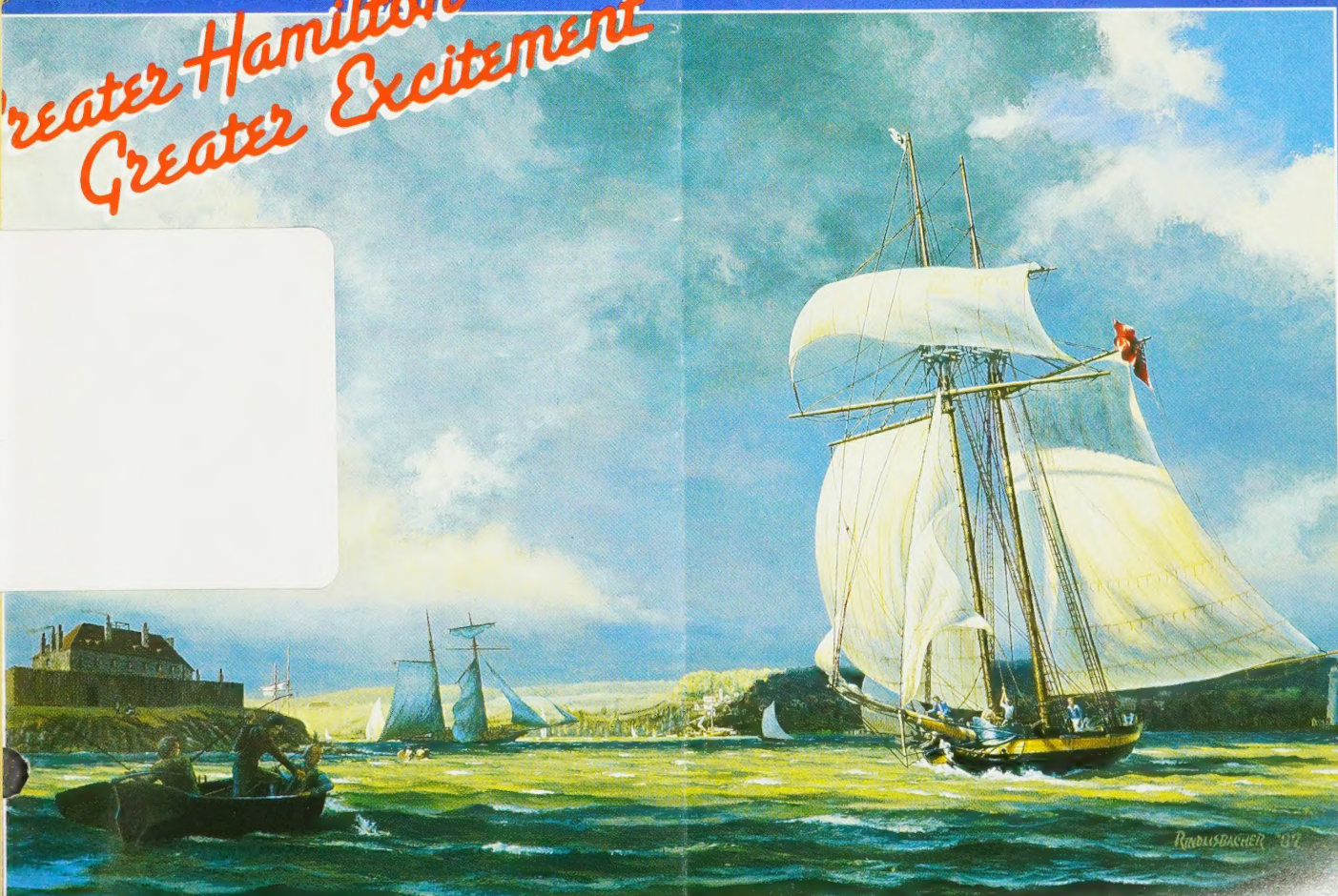
AND CONVENTION SKYLINE

Volume 1, Issue 2

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Second Quarter 1988

*Greater Hamilton
Greater Excitement*



Efforts continue to salvage and restore the Hamilton and Scourge, two 1812 armed merchant schooners which capsized in Lake Ontario in 1813. Above painting by marine artist Peter Rindlisbacher.

Something for Everyone at the Hamilton Farmers' Market

URBAN MUNICIPAL

JUL 20 1988

GOVERNMENT DOCUMENTS



One hundred and seventy-six stalls operate four days a week at the Hamilton Farmers' Market.

For 150 years the Hamilton Farmers' Market has been providing the freshest and finest quality produce, and increasingly, local residents and visitors alike are discovering the offerings of Canada's largest indoor market.

Awareness about the Farmers' Market is growing. More bus tours are including the Market as an interesting and worthwhile stop on their excursions and visitor inquiries are on the rise. As well, buyers in the hotel and restaurant trade from across the province's southern tier

are making regular purchasing trips here.

The Hamilton Farmers' Market, first known as Miller's Market, opened in 1837 adjacent to its existing location. In 1980, the city owned and administered market, moved indoors to its 13,000 square foot efficient modern quarters between Jackson Square Shopping Mall and Copps Coliseum.

The facility operates four days a week and houses 176 stalls showcasing locally grown fruits and vegetables, high quality meats,

fresh fish and seafood, fresh flowers and plants, homemade baked goods, ethnic foods and specialty products.

Market Manager, Stephanie Miller notes that for the stallholders a four day working week is really a 70 to 80 hour commitment to the market.

"Few people really see what goes on behind the scenes at our market. Vendors begin arriving at midnight for the 7 a.m. opening. It's a beehive of activity here with loading, unloading, setting-up and organizing the products into attractive displays."

She adds that many of the stallholders operate their own farms and getting their goods to market means that growing and harvesting is part of the business.

Weekly consumer traffic through the market is estimated at 40,000 with the majority being regular patrons, a base that continues to expand.

"The market is a meeting place and somewhat of an institution in Hamilton. Some of the vendors are second and third generation families and so are the patrons. Along with top quality and competitively priced products, there's a neighbourhood spirit here - somewhat like a sense of family that keeps people coming back," adds Mrs. Miller.

"The market has two focuses; it's an interesting and high quality place to shop and a colourful outing with something to offer all ages," says Stephanie noting that visitors and locals are quick to remark on the market's level of cleanliness.

Impressive Economic Impact for Hamilton-Scourge

An economic impact study recently completed for the **Hamilton-Scourge Project** reports that a fully-developed museum at Confederation Park in Hamilton has the potential to draw over one million visitors each year and generate annual revenues of \$12.5 million.

The study also says that the suggested museum project could directly and indirectly yield 790 person-years of employment; \$19.7 million in employment income; \$6.1 million in taxes for all levels of government; spending of nearly \$20 million in the province.

The Hamilton-Scourge Project is the responsibility of a Special Committee of Council, chaired by Alderman Bill McCulloch. The project is now midway in a major feasibility study relating to the recovery, restoration and public display of the **Hamilton and Scourge**, two armed merchant schooners from the War of 1812 which capsized in Lake Ontario in 1813. The Feasibility Study is the responsibility of a Steering Committee with representation from three levels of government; The federal department of Parks Canada, the province's Ministry of Citizenship and Culture and the City of Hamilton and is chaired by Dr. J.H.T. Wade of McMaster University. The Steering Committee oversees the work of an International Technical Study Team made up of specialists in engineering, archeology, conservation and other related fields.

A search for the vessels began in 1971 and two years later the vessels were discovered intact. Title to the world class archaeological treasures was transferred from the U.S. Navy through the American Congress and Royal Ontario Museum to the City of

Hamilton in 1980.

Emily Cain, the project's Research and Coordinating Officer, explains that to date staff have revised archaeological drawings; compiled a preliminary inventory of artifacts; completed three main-frame database analyses for the project; and, developed an analysis of the primary materials.

"These studies form the supporting documentation for the Technical Study Team's activity," says Ms. Cain. "Before the feasibility study can be completed we have to obtain core samples from the vessels and conduct conservation studies to determine preservation methods. As well, we'll be examining the means



An underwater view of the bow of the **HAMILTON**. "Diana the Huntress" graces the bow of the 73-foot schooner which currently rests in Lake Ontario, 10 kilometers off the shores of Port Dalhousie.

of raising the vessels and costing-out the procedures." Ms. Cain points out that the Hamilton-Scourge Project is a major draw internationally for media interest and visitors. "This project provides Greater Hamilton with the potential of being recognized worldwide."

Convention Ambassador Award Recipients



The 2nd Annual Convention Ambassador Awards Banquet was held May 19, 1988 at the Royal Connaught Hotel, and sponsored by the Regional Municipality of Hamilton-Wentworth Economic Development Department, Hamilton Entertainment and Convention Facilities Inc., the Royal Connaught Hotel, Sheraton Hamilton Hotel, the Holiday Inn Hotel, Hamilton and District Chamber of Commerce and the City of Hamilton to recognize those individuals who have brought their association's conventions to Greater Hamilton.

Tourism Awareness Week . . . A Success



Tourism Employee of the Year Award

◀ Pictured Left: Ms. Jo-Anne Thomas receiving the "Tourism Employee of the Year Award" from Chairman William Sears, (far left); Mr. Barry Massey, Chairman, Regional Tourism Advisory Board and (far right) Councillor Don Ross, Chairman Economic Development and Planning Committee. Also receiving the "Cab Driver of the Year Award" is Mr. Frank McDermott (not pictured.)



Pictured Right: A First In North America.▶

As part of the National Tourism Awareness Week Activities, "Phone-A-Friend" was designed to promote Greater Hamilton. Citizens were invited to call anywhere in North America for free. The Catch? Only to say, "that things are Great in Greater Hamilton, come and visit us soon". Phone-A-Friend is believed to be the 1st promotion of its kind in North America for a Region, City, State or Province to undertake. Councillor Don Ross, Chairman of the Economic Development and Planning Committee calls his cousin living near Algonquin Park, while Vivian Johnston of Jackson Square Mall, co-sponsor of the event, Regional Chairman Bill Sears and Manager of Tourism and Convention Services, Gabe Macaluso, eavesdrop!

"Phone-A-Friend" Rings with Success

Coming Events

Conventions

- IBM Conference June 13 - 17
- Ontario Assoc. of Social Workers June 15 - 17
- Canadian Red Cross Society (Ont. Division) June 16 - 18
- Croatian Fraternal Union Golf Tournament and Annual Meeting June 17 - 18
- Society of Teaching & Learning in Higher Education June 18 - 21
- Canadian Automobile Association June 26 - 29
- F.B.I. National Academy Associates July 4 - 8
- Watchtower Society - Jehovah Witness July 7 - 10
- Scotdance Canada July 8 - 10
- Price Waterhouse Senior Mgrs/Partners July 10 - 13
- Institute of Addiction Studies July 10 - 15
- Watchtower Society - Jehovah Witness July 13 - 17
- Canadian Institute For Religion & Gerontology July 19 - 22
- Watchtower Society - Jehovah Witness July 20 - 24
- International Fire Buff Association July 20 - 24
- Robbie Burns Federation July 20 - 24
- Rope Skipping Camp July 24 - 28
- Price Waterhouse - Audit Level July 24 - 26
- Japanese Christian Conference July 28 - 31
- Canadian Breweriana July 28 - 31
- Christian School International August 2 - 4
- 6th National Canadian Square & Round Dance August 3 - 7
- Association of Students of Economics & Commerce August 8 - 10
- Ontario Firemarshals Convention August 14
- Price Waterhouse Partner/Sen. Mgr. August 14 - 16
- Ontario Basketball Assoc. August 14 - 18
- Conference on Trace Metals in Lakes August 14 - 18
- Pentecostal Assemblies of Canada August 25 - 30

Special Events

- Geritol Follies (Hamilton Place) June 21 - 24
- Royal Botanical Gardens Annual Rose Show June 25 - 26
- Your Festival (Gage Park) June 30 - July 3
- 8th Lithuanian Folk Dance Festival of the Free World July 1 - 3
- Hamilton Invitational Track Meet (McMaster) July 7 - 13
- Herb Weekend (Battlefield House) July 9 - 10
- Summer Concert Series (Gage Park) July 10
- Governor General Visit (City Hall) June 20
- Royal Visit of Princess Margaret (City Hall) July 11
- International Lily Society Show (RBC) July 15-17
- Ontario Jr. Golf Championships (Chedoke Golf Course) July 18 - 21
- Annual Antique Steam and Gas Engine Display. (The Hamilton Museum of Steam and Technology) July 23 - 24
- Hamilton Invitational Auto Slalom Event (York Blvd) July 23, 25
- Concert - Andante (Gage Park) July 24
- Drum Corps International (Ivor Wynne Stadium) July 30
- Quilt Show (Battlefield House) July 31 - Sept. 5
- Festival of Friends (Gage Park) August 5 - 7
- Special Olympic Soccer Prov. Champ. (McMaster) Aug. 12 - 14
- Law Enforcement Torch Relay Run August 12 - 13
- Ukrainian Orthodox Millenium August 12 - 13 - 14
- Ontario Provincial Lawn Bowling Championship Aug. 14
- Ontario Summer Games (McMaster) August 18 - 20
- The Dundas Cactus Festival August 20 & 21
- Bluewater Country Concert (Gage Park) Aug. 23
- Winona Peach Festival (Winona Park) August 26 - 28
- Confederation Cup (Flamboro Downs) August 28
- Festitalia September 7 - 24
- Binbrook Fair (Binbrook Fairgrounds) September 16 - 18
- Chrysanthemum and Dahlia Show (RBC) September 17 - 18
- Induction Weekend (Football Hall of Fame) Sept. 17-18
- The Great Grizzly - A 9.6 km "Country" Race September 18
- Ancaster Fair (Ancaster Fairgrounds) September 23 - 25
- Avro Lancaster Launching (C.W.H.M.) Sept. 24
- Opera Hamilton (Hamilton Place) Sept. 29 - October 1
- Steel City Oktoberfest (Convention Centre) Sept. 30 - Oct. 1

For additional information on these and other events, call: (416) 526-4222

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TOURISM AND CONVENTION SKYLINE

Volume 1, Issue 3

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Third Quarter 1988

*Greater Hamilton
Greater Excitement*



The Canadian Warplane Heritage Museum Memorial Mynarski Lancaster FM211, restored and painted in the livery of the RCAF 419 "Moose Squadron", is scheduled for take-off once again.

Tourism and Convention Services

*Greater Hamilton
Greater Excitement*

Confederation Cup Earning the Ranks as Region's Most Prestigious Annual Sports Event
Gearing Up For The Innaugural Flight ♦ Region Experiences Busiest Tourist Season Ever
Hamilton, Ontario's New Gateway ♦ Increased Tourism Activity Sparks New Construction
Conventions Update ♦ Special Events Update ♦ Four All-Time "Greats" Inducted
Region's Downtown Tourist Centre — Open

Confederation Cup Earning the Ranks as Region's Most Prestigious Annual Sports Event

Move over Super Bowl and the World Series. There's a world class annual event right here in Greater Hamilton. We're talking about the \$318,500. **Confederation Cup** 3 Year Old Pace which took place at Flamboro Downs Sunday, August 28, for the 12th consecutive year.

The Confederation Cup, the 3rd Jewel in Canada's Triple Crown of Harness Racing attracts phenomenal media and public attention across Canada and the United States. This year's event was one of the most exciting on record as rivals Matts Scooter and Runnymede Lobell, currently the continent's two hottest pacers, headed a 14 horse field of North America's finest 3 year old pacers.

Publicity and promotion were at record level for the big match-up, which was billed by the media as the finest harness racing card of the year in all of Canada. Ontario racing fans responded in a big way, setting an all-time attendance mark for Flamboro Downs of 8,282 and a record handle of \$787,946.

The Confederation Cup capped off a week-long presentation of over \$1,000,000 in stakes races at Flamboro Downs, attracting thousands of race fans and tourism dollars into the Hamilton-Wentworth Region. Flamboro Downs' impact on the economy is substantial throughout the year,



On hand to present the Confederation Cup to Matts Scooter's jubilant owners was His Honour, the Governor General of Ontario Lincoln M. Alexander.

attracting 450,000 people per annum, the second highest figure for private sector attractions in the Region. Since opening in 1975, Flamboro Downs has played host to over 5½ million people.

This year's Cup Champion, Matts Scooter, won the \$159,250 final, four lengths ahead of rival Runnymede Lobell who finished a disappointing fourth. Matts Scooter's total Cup Day pay-roll for owners Charles Juravinski of Greensville, and Gord and Illa Rumpel of Port Perry was \$99,531., pushing his total 1988 earnings to \$1,211,255.

Flamboro Downs specializes in Group party entertaining, with group dining packages available to groups of 20 or more. The racetrack is fully equipped to accommodate larger conventions, trade shows, banquets and seminars.

Currently in its Fall Race Meet Schedule, racing takes place every Wednesday and Thursday evening (doors open 6:00 p.m., post time at 7:30 p.m.) as well as Sunday afternoons (doors open 12 noon, post time at 1:30 p.m.). For further information regarding race schedules, dining, and special events call: 627-3561.

Gearing Up For The Innaugural Flight

On September 24, 1988, the attention of Air Force veterans, aviation enthusiasts, and people from around the world, will focus on a runway at Hamilton Airport in Glanbrook Township.

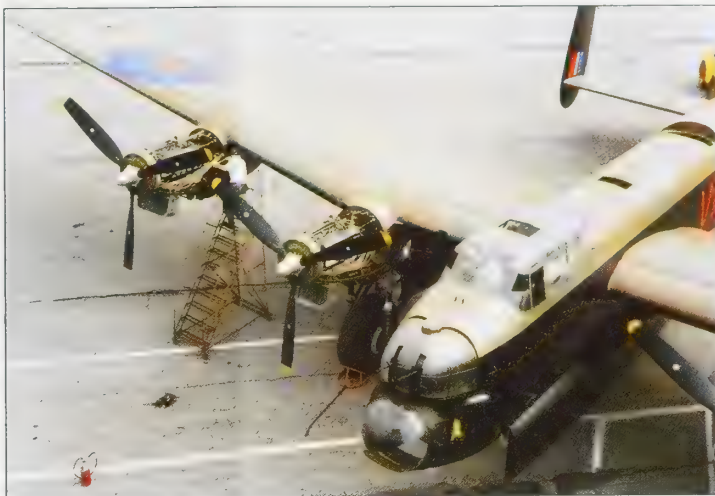
On that day, twenty-four years after her four Packard Merlin Engines were supposedly shut down for the last time, the **Canadian Warplane Heritage Museum** (C.W.H.) Avro Lancaster will again lift off the runway under her own power.

Nine years of dedicated restoration by hundreds of volunteers and emotional and financial support by thousands around the world has resulted in the only airworthy Avro Lancaster in North America.

The C.W.H. Lancaster has been restored to represent a Lancaster that was crewed by Andy Mynarski VC and compatriots who flew with 419 "Moose" Squadron, 6 Group. Warrant Officer Andrew Charles (Andy) Mynarski of Winnipeg, Manitoba, was posthumously awarded the Victoria Cross in an unsuccessful attempt to rescue Flying Officer Pat Brophy who was trapped in the rear turret as the ship fell in flames over northeastern France on the night of June 13-14, 1944. Brophy survived the crash, but, Mynarski, after finally bailing out, died as a result of burns suffered during the rescue attempt.

The C.W.H. Avro Lancaster has been dedicated to the memory of Warrent Officer Andrew Mynarski, VC.

The "Lanc" says Henry Swierenga of the C.W.H. Museum was truly the only aircraft capable of delivering the 9979 kg (22,000 lb) 'Grand Slam' bomb. This type dropped two-thirds of Bomber Command's total bomb weight between 1942 until VE DAY and by 1945 made up almost 68% of the total number of A/C operated by Bomber Command. The Tirpity succumbed to the Lancaster's attention



Nine years of dedicated restoration by hundreds of volunteers has resulted in the only airworthy Avro Lancaster in North America.

and the famous 'Dam Busters' raid immortalized the type.

Over a period of four weeks, the 'Lanc' was subjected to sanding, prepping and for the final six days, masking and painting. FM-213 is now wearing the colours of 419 'Moose' Squadron, RCAF 1944.

The actual painting of the Avro Lancaster was completed by Mr. Keith Devells and associates, Caledonia, Ontario.

Henry Swierenga reports that the Avro Lancaster painting project required:

351 litres of Imron Aviation Paint
2,286 metres of masking paper
48 rolls of 2" masking tape
48 rolls of 3/4" masking tape
43 hours needed for actual painting

Total area painted on Avro Lancaster was: 5,600 sq. ft.

The Mynarski Memorial Avro Lancaster is equipped with a complete Air Navigation and Communication Package. The King Gold Crown 3 Series Package is state-of-the-art digital equipment and was installed in the Lancaster by Kitchener Aero.

At 3:35 p.m. on August 10, 1988, four Packard Merlin (Rolls Royce) engines, mounted on the Avro Lancaster

FM-213, roared to life. The test run of the engines was deemed "very successful" by Chief Lancaster Engineer, Norm

Ethridge, with only a few minor leaks to repair. The history making event took place 24 years after the Lancaster's engines were supposedly shut down for the last time.

The last step in the preparation time-table for the First Official Flight involved the changing of the under-carriage to accommodate the Avro Shackleton Tyres. Ground trials will begin very shortly with test flights to follow. At this stage, everything concerning the flight test program is on schedule for the September 24 Official First Flight.

The Avro Lancaster celebrations include a Gala Ball, at the Chandelier Club at \$100 per couple. Among the guests are the surviving members of the original crew of the FM-213 and members of the new crew, as well as local members of government and the private sector who have provided their support.

To view the Lancaster, the C.W.H. Museum is open 9:00 a.m. - 5:00 p.m. daily and offers a full schedule of events and reduced party children's rates.

Region Experiences Busiest To



Greater Hamilton Day at the C.N.E.



"Hot time, Summer in the City" ... and "We'll be dancing in the street" ... these familiar classic tunes conjure up the image of a sweltering city, bustling with excitement, bouncing to a driving beat and rocking to the music.

Well, there is no denying it, the Region not only experienced the hottest temperatures in years, it also had a record breaking tourist season. A season we will remember along with our favourite classic summertime tunes.

A record number of tourists found there was a host of activities to choose from on almost every day — from June to September.

Mary McChesney, Tourism Sales Officer from the Visitor and Convention Services Division, indicated that with the opening of the new Tourist Information Centre we were able to assist thousands of visitors from all over the world and residents alike. The motor-coach tours, especially those from border U.S. States, have increased significantly (approximately 20%) over the past year. "The increase can be attributed to the increased number of Special Events hosted in the Region as well as an increased marketing effort and the higher profile the Region has made at trade shows."



Boris Brott Summer Music Festival



Scattolon International Cycling Race

Mrs. McChesney also noticed a marked increase in the number of visitors from overseas, i.e., China, Great Britain and Australia. The large numbers of visitors from Great Britain can be attributed to the new transoceanic flights offered by **Nationair**.

Annual Special Events, such as the Festival of Friends, Its Your Festival, Cari-Can, the Dundas Cactus Festival, Festitalia, and Winona Peach Festival have had record breaking years. There were a number of new and one-time events which delighted audiences throughout the Region as well. The Boris Brott Summer Music Festival, certainly a welcome addition. The Drum Corps International, "The Sight of Music" at Wynne Stadium.



War of 1812, Battlefield Reenactment

alive with excitement, pageantry and music.

Who can forget some of the best sporting events this country can provide? The premier of the Scattolon International Cycling Race saw the streets crowded with 30,000 spectators to witness Francesco Moser become 'King of the Hill' in a gruelling race of 18 laps, on a route which included a climb up the West 5th Mountain Access. The Confederation Cup, the Canadian Auto Slalom Races, Ontario Summer Games, The Niagara Classic Cycling Race, The New Red Birds Baseball Team, The Hamilton Steelers Soccer Team and of course our own Tiger Cats helped to re-establish Hamilton-Wentworth as a sports centre in Canada.

The Region took to the stage once again at the Canadian National Exhibition. Despite the rain, crowds came to enjoy the performances of **A Toast to Broadway, The Hamilton Children's Choir, The Hamilton Square Dancers, The 1935 Jazz All Stars, Puppet Shows, Story Telling, The Canadian Champion Skippers** and more.

On the convention side of the tourist trade, some forty-seven conventions were held, hosting a record 56,000 delegates. The actual number of conventions is significant as the number of conventions the Region

urist Season Ever



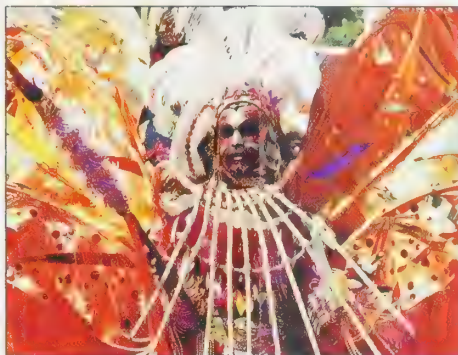
Cactus Festival



Canadian National Square and Round Dance Convention

ion can accommodate are getting larger and many attract thousands of additional spectators. For instance this summer the Region was innundated for four days with six to seven thousand ladies in crinolined skirts and men with matching western style pants, shirts and string ties. They were here for the 6th Annual Canadian National Square and Round Dancers Convention which attracted another 12,000 spectators.

Greater Hamilton is quickly becoming a centre for religious groups conventions with Copps Coliseum as the place of worship. The Coliseum hosted 45,000 people (over 3 days) of the Jehovah's Witness faith, 18,000 followers of the Ukrainian Orthodox Church, 12,000 with the Pentecostal Assemblies of Canada and looks forward to an expected 100,000 (over 5 days) to attend the Billy Graham Crusade.



Cari-Can Festival

It has been a very active and successful summer for residents of the Region.

Hamilton, Ontario's New Gateway

On May 2nd, 1988 at 2:15 p.m. a **Nationair** flight from Gatwick, England touched down at Hamilton Airport carrying tourists and British travel agents. This event established Hamilton Airport, in Glanbrook Township, as an international facility and turned Hamilton into Ontario's newest gateway between London, England and Southern Ontario.

To celebrate the new scheduled service, a group of Greater Hamilton Tourism representatives recently visited London on a whistle-stop fact finding and promotional tour.

The visit was aimed at establishing the tourist potential of the Region as a holiday destination for the United Kingdom traveller. The group also took time to visit Federal and

Provincial representatives abroad to encourage their assistance in promoting more customer awareness of the many attractions available to travellers to Greater Hamilton and the advantages of using Hamilton as the gateway offering easy access to Southern Ontario. There is the added advantage of swift arrival procedures in an uncongested Hamilton Airport.

In the summer months, the new Nationair scheduled service flights increased to five times a week. It is estimated that the flights between Gatwick and Greater Hamilton will draw approximately 25,000 visitors per year.

Nationair offers competitive fares and now flies three times weekly from Hamilton Airport. Other airlines which service this airport are U.S. Air, Alleghany and Pan American Express and Tempus Air.



To celebrate the newly scheduled Nationair service, this group of Greater Hamilton travel representatives recently visited London on a whistle-stop fact finding tour: Matt Costanza and Jan Schlett, Royal Connaught Hotel; Gabe Macaluso and Mary McChesney, Visitor and Convention Services; Joe Fardell and Ken Foster, Canada Coach Lines; Paul Ryan, Ontario Tourism; and Wayne Miller, Nationair.

Ground Transportation is available to downtown Hamilton hotels, Toronto International Airport and Toronto's Royal York Hotel, making Hamilton Airport the most accessible, convenient, uncongested national ac

Increased Tourism Activity Sparks New Construction

The 1987/1988 tourism year proved to be dynamic. Hardly a day passed when occupancy at the major hotels wasn't filled to near capacity. Conventions, special events, motorcoach tours, up-graded tourist attractions and the positive economic climate have contributed to this growth and given rise to much interest on the part of entrepreneurs to build new accommodation facilities.

As a result, three new inns, **The Signature Inn**, **The Admiral Inn** and **Visitors Inn** have been established in Greater Hamilton. Each offers competitive rates, convenient locations by major highway accesses and/or downtown and, of course, courteous service.

These facilities have helped keep the market competitive, and enhanced the Region's ability to attract additional larger sized conventions, motorcoach groups, tourists and tourism dollars.

In total, the three new inns provide the Region with 260 more rooms and additional meeting space. The owners of the Visitors Inn, Vince and Carol Tandrick, feel "the time is right to be in the hospitality industry in the Hamilton-Wentworth Region. Not like before, now hardly a week goes by that there isn't something happening, either at the Convention Centre, the Coliseum, or the University," says Mrs. Tandrick.

Located on Main Street West, the

Visitors Inn is minutes from Highway 403, downtown and McMaster University and offers 60 luxuriously furnished rooms.

The Admiral Inn, on Dundurn Steet and York Blvd. welcomes visitors from Highway 403 via the York Blvd. ramp with a bright and cheerful lobby, full service dining room, whirlpool and 58 modern rooms.

The owners, Zlatko Brebric and John Lulich have felt a change in the Region's economic climate and steady growth of tourism. After a slow start, due to construction of the McQueston Bridge, the Admiral Inn's business has finally taken off. Within walking distance of Dundurn Castle and the Royal Botanical Gardens, Mr. Brebric says he has many visitors from the Border States to these famous attractions.

With 142 rooms, the newest accommodation facility to service the Region's east side is the Signature Inn. "Located at 51 Keefer Court, beside the Q.E.W. Highway at Centennial Parkway, the Signature Inn now attracts travellers from the Q.E.W. to the Region, before they reach Toronto or Niagara," says Vice-President of Consolidated Hotel Management Ltd., Frank Pepper. In addition, "the Signature Inn lies within minutes of Confederation Park, Eastgate Square, Stoney Creek, Battlefield Park and several new industrial parks. As a result, we receive much walk-in traffic and corporate accounts," Pepper explains.



The Visitors Inn and the Admiral Inn are two of three new accommodation facilities, a result of the Region's increased tourist activity.

Conventions Update October

4-6	Tower Management Conf. Inc.
5-8	International Drywall Contest
7-9	Canadian Racing Pigeon Union Ladies Auxiliary
15-21	Ontario Occupational Health Nurses Association
22-23	Building and Trades Council
23-24	Ontario Christian School Teachers Association
23-27	Ontario Association of Cemeteries
26-30	Billy Graham Golden Horse-shoe Crusade
28-29	Ontario Assoc. for Geographic & Environmental Educators
28-29	3rd Annual Canadian Interior Landscape Conference
28-29	Christian Teachers Association
30-Nov. 1	Ontario Mutual Insurance Association

November

3-5	Hamilton Area Challenge Square Dancers
4-6	Independent Order of Forresters
6-10	Canadian Urban Transit Association
9-11	Ross Tarlton International Curling Bonspiel
11	Ontario Technological Studies Assoc.
14-18	National Agricultural Employment Conference
18-20	Ontario Baseball Association

December

3-4	Ontario AIDS Network
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January '89

—	Schneider's Meat Co. Sales
13-15	Arabian Horse Assoc. of Canada
	Society of Ontario Organans

Special Events Update September

- 11-Oct. 13 **Tony Urquhart**, Art Gallery of Hamilton 527-6610
 11-Oct. 9 **Stuart Oxley**, Art Gallery of Hamilton 527-6610
 24 **Avro Lancaster Innaugural Flight**, Canadian Warplane Heritage Museum 679-4183
 25-26 **Hamilton Philharmonic** Hamilton Place 526-8800
 28-Oct. 22 **Glory Days**, Theatre Aquarius 522-7815
 29-30 **Focus on the Reading Child - Beyond Zebra**, Sheraton Hamilton 529-5515
 29-Oct. 1 **Opera Hamilton**, "Il Trava-tore" Hamilton Place 525-3100
 30-Oct. 1 **Steel City Oktoberfest** Convention Centre 523-5883

October

- 2-30 **G.P. Fell, Chinese Artifacts** McMaster University Art Gallery 525-9140 527-6610
 2-30 **Going to Blazes**, Hamilton Museum of Steam & Technology 549-5225
 7-10 **Rockton World's Fair**, Rockton Fairgrounds 689-5652
 7-15 **Corpse**, Player's Guild
 8 **Eric Clapton**, Copps Coliseum
 9-10 **Harvest Home Fair**, Dundurn Castle 522-5313
 12 **Vienna Boys Choir** Hamilton Place 525-3100
 22 **Great Gore Park Pumpkin Patch Fund Raiser**, Gore Park 523-1646
 17-23 **Library Week Celebrations** Hamilton Public Library 529-8111
 17 **Whitehern Before Restoration** Canadian Football Hall of Fame 522-5664
 21-23 **Antique Show & Sale**, Royal Botanical Gardens 527-1158
 21 **State Symphony of the U.S.S.R.**, Hamilton Place 525-3100
 21-23 **Women's World**, Convention Centre 523-5883
 22 **Reba McIntyre**, Copps Coliseum 527-7900

- 23 **Sports & Safety Training Camp**, Children's Museum 549-9285
 23 **N.B.A. Basketball**, Detroit vs Atlanta, Copps Coliseum 527-7900
 23-24 **Hamilton Philharmonic** Hamilton Place 526-8800
 28-30 **Greater Hamilton Mountain Home Show**, Canadian Warplane Heritage Museum 679-4183
 28-Nov. 12 **Guys and Dolls**, Hamilton Theatre Inc. 522-3032
 29 **Bach Elgar Goes Brass** Hamilton Place 525-3100
 30 **Sharon, Lois & Bram** Hamilton Place 525-3100



Annual Mum Show

November

- 3-6 **Hamilton Auto Show**, Copps Coliseum 527-7900
 4-12 **Oh What A Lovely War!** Dundas Little Theatre 627-1620
 5-20 **Mum Show - The Beauty of Mums and Steel**, Gage Park Greenhouse 526-4627
 6-Dec. 11 **Juried Art Exhibit**, McMaster University Art Gallery 525-9140 527-6610
 9-10 **Christmas Celebration & Sale**, Hamilton Art Gallery 527-6610
 9-13 **Ringling Brothers Barnum & Bailey Circus**, Copps Coliseum 527-7900
 16-Dec. 10 **Merely Players**, Theatre Aquarius 522-7815
 18-Dec. 3 **Wizard of Oz**, Players' Guild 529-0284
 18-19 **33rd Annual Christmas Show & Sale**, Royal Botanical Gardens 527-1158

- 19 **Santa Claus Parade** Downtown Hamilton
 20 **3rd Annual Steeler Mile Race**, Hamilton City Hall
 20-21 **Hamilton Philharmonic** Hamilton Place 526-8800
 23-27 **Festival of Friends Winter Craft Show**, Convention Centre 523-5883
 23-Jan. 2 **Edwardian Christmas** Whitehern 522-5664
 27 & 30 **Christmas Candlelight Tours**, Dundurn Castle 522-5313

December

- 4,7,11, 14,18 **Christmas Candlelight Tours**, Dundurn Castle 522-5313
 6-7 **Christmas Candlelight Tours**, Battlefield House 662-8458
 11 **Edwardian Christmas Open House**, Whitehern 522-5664
 11-Jan. 14 **Trains, Trains, Trains** Hamilton Museum of Steam & Technology 549-5225
 18-19 **Hamilton Philharmonic** Hamilton Place 526-8800
 31 **New Year's Eve Celebration**, Downtown Hamilton 523-1646

January

- 2-5 **Winterfest** 561-8980
 17-20 **Geritol Follies**, Hamilton Place 528-8095

Tourism and Convention Services Division

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 Tourism Sales - Mary McChesney
 Tourism Services - Janet Foster
 Convention Sales - Nancy Yarmel
 Convention Services - Dilna Khory
 Special Events - Louise McMillan
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 Information Clerk - Angie Picone
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Your Direct Line to Tourism and Convention Services (416) 526-4222

Your "Good News Line" for Up-To-Date Event Information (416) 522-7772

Tourism & Convention Skyline Editor:
 Louise McMillan

Four All-Time "Greats" Inducted

The Canadian Football Hall of Fame kicked off its elaborate 25th Anniversary Induction Week-end Celebrations September 16 with an invitational golf tournament at King's Forest Golf Course. Hall of Famers were joined by local celebrities and media personalities.

Saturday, September 17th saw the unveiling ceremonies and official presentation of the Hall of Fame gold jackets by the Induction Committee Chairman, Alderman Reg Wheeler, followed by the Annual C.F.L. Luncheon. The Canadian Football Hall of Fame 25th Anniversary gala dinner/dance was attended by 1,000 people at the Hamilton Convention Centre



and saw four new members officially inducted.

The week-end concluded with the Hall of Fame Game on Sunday, September 18th, at Ivor Wynne Stadium where the Hamilton Tiger-Cats defeated the Ottawa Rough Riders.

Joining 138 others, honoured for their outstanding contribution to Canadian Football are Ralph Sazio, builder, Royal Copeland, Ed McQuarters and Tony Pajaczkowski in the player category.

The Canadian Football Hall of Fame on 58 Jackson Street West is open 10:30 a.m. - 4:30 p.m. daily. Sundays 12:00 to 4:30 p.m. (Summer and Fall only.) 528-7566.

Region's Downtown Tourist Centre - Open



Lucia Caseoli, Tourism Information Counsellor.

As the Region grows with Tourism so too does the demand for tourist information. The Downtown Tourist Information Centre, centrally located at King and Catherine Streets, is a welcome edition to the Region. Counsellors offer friendly and helpful Tourist Information about the Region's attractions to residents and visitors alike.

On hand for the Ceremonial Ribbon cutting were (from left to right) Mayor Robert Morrow, Councillor Don Ross, Regional Chairman William L. Sears, Visitor and Convention Services Manager Gabe Macaluso, Economic Development Director Gerald Chalmers, and Downtown Promenade B.I.A. President Bernard Hanna.

CANADIAN
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1988

TOURISM AND CONVENTION SKYLINE

Volume 1, Issue 4

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Fourth Quarter 1988

URBAN/MUNICIPAL



Mardi Gras in Greater Hamilton celebrates 129 years of tradition and merriment. (Photo courtesy V.V. Jermakha)

Tourism and Convention Services

- ◆ Spectator Indoor Games Trigger Start of World Class Circuit
- ◆ Geritol Folies Attracts 100's of Motorcoach Tours to the Region
- ◆ Billy Graham Crusade Draws Record Breaking Crowds
- ◆ Greater Hamilton, Mardi Gras Capital of Canada
- ◆ City of Stoney Creek Takes Over Battlefield
- ◆ Greater Hamilton Attracting International Conventions

- ◆ Greater Hamilton Attracts National Association's Headquarters
- ◆ Local Entrepreneur Purchases Hamilton's Grand Old Hotel
- ◆ Special Events Update
- ◆ Conventions Update
- ◆ Lady Hamilton Club Offers 17 Years of Dedication to Tourism
- ◆ Farewell to the Chairman

Editor: Louise McMillan

Good News Line: 522-7772

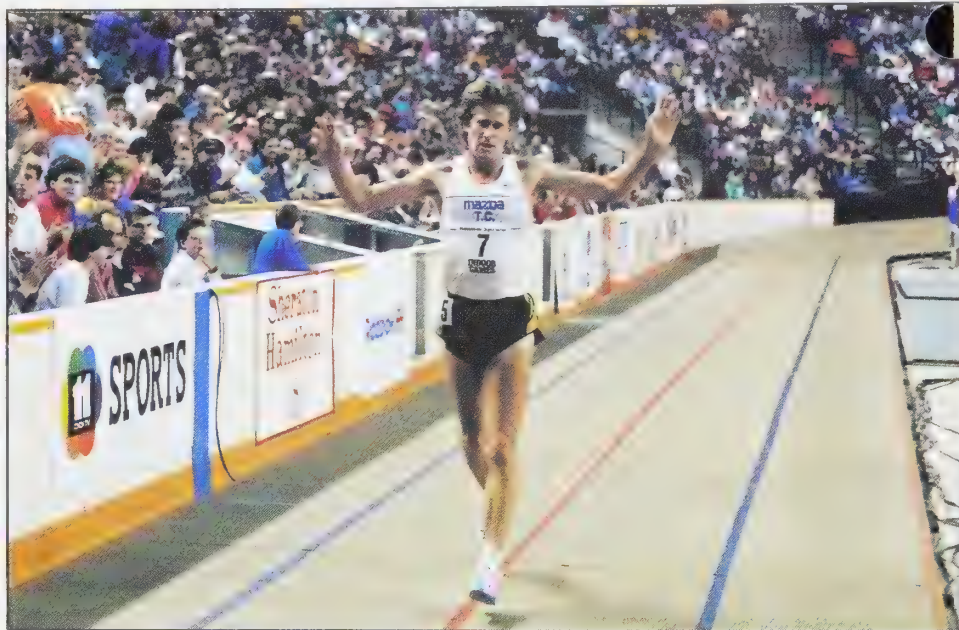
Spectator Indoor Games Trigger Start of World Class Circuit

The 4th Annual **Spectator Indoor Games** are scheduled for 7:15 p.m., January 13, 1989 at Copps Coliseum. The event organized by the 91st Highlanders Athletic Association will lead the 12 meet Mobil Grand Prix Circuit as the first major meet in North America in 1989. The meet each year has attracted larger crowds from 6,000 to 9,000 to 11,000. Despite the controversy at the Seoul Olympics over the questioned steroid use, the organizers anticipate a healthy crowd numbering to 15,000. According to Meet Director, Cecil Smith, the absence of sprinter Ben Johnson from the field should not cause a significant change in attendance figures. There are many other world stature athletes performing.

Assistant Meet Director, Paul Gains, indicates that the Indoor Games inclusion in the Mobil Grand Prix Circuit is significant. "It means we are now known all over the world, and we are optimistic that we are bringing a World Class event to the Region".

Gains also said that while in Seoul, South Korea for the Olympics he spoke with a number of athletes about participating in the Spectator Games. Some of the confirmed competitors include gold and silver medalists, Peter Rono, and Rollins Conway. Gains explained too that due to the rising quality of Canadian competitors the long-jump has been included in this year's event.

Norman Haac, Meet Chairman and President of the 91st Highlander Athletic



Spectator Indoor Games Jan. 13, Copps Coliseum 7:15 p.m. (Photo: Dennis McGreal)

President of the 91st Highlander Athletic Association, points out that the Indoor Games are a showplace for local athletes to compete against their peers as well as the best athletes in the world. It is also an opportunity for local elementary and secondary school athletes to compete during the daytime portion of the program with the intention of further fostering the sport. Also this event requires community support. While a number of corporate sponsors have committed

themselves through 1991, Stelco, Dofasco, Coca-Cola, Com Tech Radio, Sheraton Hotels, Genor Services and Stradwick Investments have given full support.

Canadians to watch for at the Indoor Games are Angela Bailey, Milt Ottey, Commonwealth record holder for high-jump, Andrew Mowat member of the men's 4 x 100 relay team and Dave Reid, 3000m.

Tickets: Copps Coliseum, Hamilton Place and all Bass Outlets.

Geritol Follies Attracts 100's of Motorcoach Tours to the Region

"It grew larger than we expected or ever dreamed", says **Geritol Follies** founder and director Christine Hamilton, of the choir, skit and dance group which has delighted huge audiences at Hamilton Place since 1976.

From their meagre beginnings in 1974 as a choir of twenty seniors who enjoyed singing and met in the YWCA basement, they have increased in number to a cast of 60 singers, a dance group of 24 agile and talented members, accompanied by a group of professional musicians and a production staff of twenty. Their backgrounds range from retired doctors to housewives. The dancers range in age from 63 to 68, according to Hamilton, but what legs!

This spunky group of golden-agers outgrew their home at the YWCA and moved to the 'big time'. Their offices and rehearsals are now housed in Hamilton Place. Studio Theatre is where the first of many public performances was held, with a resident group known as "the Golden Seniors Band".

In 1982, the "Geritol Follies Christmas Frolic" show began. It was a complete sell-out for 5 performances and has resulted in a much anticipated annual city event. The group is capable of a great variety show in spectacular costumes. Performances from Gershwin's "Strike up the Band", "Fiddler on the Roof" and spoofs on the Swan Lake, and much more are all completely professional.

The Geritol Follies have performed for four years at Westgate Dinner Theatre, and for three successive years at Toledofest, Ohio, at the opening of the Centre in the Square Theatre in Kitchener, and Toronto's Royal York Hotel. Mrs. Hamilton indicates that the Follies have received invitations to perform this year in Ottawa, Kingston and Shea's Theatre, Buffalo.

For five years the Geritol Follies have performed in the Great Hall, Hamilton Place to audiences of 30,000 annually. Included in this figure is an astounding count of 400 motorcoaches from across Ontario and the boarding U.S. States that come to the Region to attend each year's productions. This year's season opening is



Hamilton's Geritol Follies cast consists of sixty singers and twenty-four dancers, ranging in age from sixty to eighty years.

January 17-20, 1989, with matinees already sold out.

"It is important to mention", says Hamilton "that in addition to their love of entertaining, attracting tourists, and acting as Regional ambassadors while on the road,

the Geritol Follies also work to enhance the development of the "arts" and have just produced an LP album to assist in fundraising for charities. Each year the Geritol Follies award 3 - \$1,000 scholarships to students from Hillpark High-school who wish to continue their studies in the performing arts."

The interest, vim, vigour and vitality of the members of the Geritol Follies is remarkable. "The joy of entertaining make the hard work in preparing the shows a most rewarding experience", says

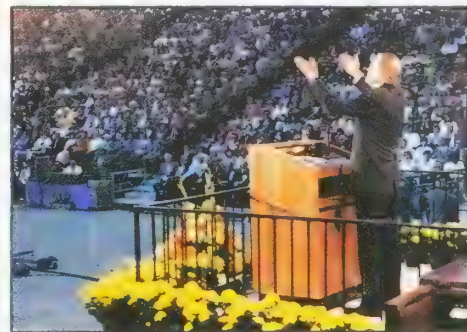
Hamilton. "We have been called 'frisky golden-agers' to bionic geriatrics, but any member of the group will tell you, it sure beats quilting!"

For information on the January 17-20th performances call 528-8095.

Billy Graham Crusade Draws Record Breaking Crowds

Organizers say they are overwhelmed by the record-breaking success of the **Billy Graham Golden Horseshoe Crusade**. Local attendance records were smashed as a total of 90,030 people crammed the Copps Coliseum over a period of 5 days. Efforts were made to accommodate the overflow crowd of 20,650 who came out to hear the final sermon. TV monitors were set up behind the bleachers and Philpott Memorial Church took 1,300 to their facility to view the sermon via live feed, but still some 3,000 were turned away. "Mr. Graham was thrilled with the response here", said Crusade Director Don Southern. "It's overwhelming".

In addition to the Billy Graham Crusade, Greater Hamilton has hosted several other large religious gatherings and is quickly becoming known as a major centre for this type of event. Copps Coliseum has been the pivotal draw for these groups having hosted 45,000 people (over 3 days) of the Jehovah's Witness faith, 18,000 followers of



The Billy Graham Golden Horseshoe Crusade attracts over 90,000 worshippers. (Photo: The Spectator)

the Ukrainian Orthodox Church and 12,000 with the Pentecostal Assemblies of Canada. Of course the largest to date is the Billy Graham Crusade. Don Southern sums it by saying, "There is a real warmth there (in Greater Hamilton) and enthusiasm we don't often experience elsewhere".

Greater Hamilton, Mardi Gras Capital of Canada

"The tradition of the **Mardi Gras** (M.G.) can be traced to the 14th century and throughout the history of Europe there is evidence of the celebration of Mardi Gras. French, for "Fat Tuesday", M.G. is the single day of feasting before Lenton fasting begins and may occur on any Tuesday from Feb. 3 through March 9 and is always 46 days before Easter", says Albert Kergl, chairman of the M.G. Society, "Narrhalla 58".

Today M.G. is celebrated in almost all European countries, North America and the Caribbean. Albert Kergl remembers M.G. as a great festive time, fun for the whole family. He attended all the children's parties and watched the parades while his parents participated in the adult festivities, dances, concerts, costume parties, skits and songs poking fun at local politics and more. Over the years Albert was involved with the M.G. Junior League and eventually was elected to the adult M.G. society. When he came to Canada in 1958 he was

determined that he would carry on the traditions of M.G.

To his delight he found that Hamilton's M.G. ("Narrhalla 58") can be traced in their archives to the year 1859. This makes the 129 year old festival, Hamilton's oldest and is only two years younger than the New Orleans festival. In 1981 the World Mardi Gras Society proclaimed Greater Hamilton the "Mardi Gras Capital of Canada".

In 1989 the fun and frivolity continues, using as its Motto, "Happiness is in Laughter". This year two festivals have combined under one umbrella. Greater Hamilton M.G. and Winterfest (the City's Official Winter Sports Festival) are now called the **Greater Hamilton Festivals of Winter**. The purpose is to create one large event comparable to the Quebec Winter Carnival or the Calgary Stampede, which attract large numbers of tourists and provides programs for all ages and interests.

This year's M.G. cultural and social



An integral part of Mardi Gras is the costume contest. (Photo courtesy of V.V. Jormakka)

events include on Feb. 4th, Carnivale Di Venezia, Caribbean M.G., and Dutch Carnival. On Feb. 11 German M.G. and on Feb. 12 5 Children's Mardi Gras. For more information, please refer to the Special Events Update in this edition of Skyline.

The Winterfest-Festival of Winter, Feb. 1-10 will include recreational and sporting programs such as dog sled races, sleigh rides, skating parties and more. For information call 526-4617 or 561-8980.

City of Stoney Creek Takes Over Battlefield



Stoney Creek Battlefield House and Museum was officially taken over by City of Stoney Creek Nov. 1, 1988 from the Niagara Parks Boards.

On November 1, 1988 **Stoney Creek Battlefield House and Park** changed hands. Once managed by the Niagara Parks Commission, (N.P.C.), it now is the responsibility of the City of Stoney Creek.

Stoney Creek Battlefield House originally built around 1794 was the home of Mary Gage and her two children who

came to Upper Canada from New York State after the Revolutionary War. It was here that the Battle of Stoney Creek took place. Battlefield House and Park commemorate the successful defence by the British during the 1813 Battle.

Chief Administrative Officer for Stoney Creek, Ray Waters, explained that "the N.P.C. reviewed its mandate and felt that the Stoney Creek park did not fit in." The N.P.C. approached the City to see if they would like to take it over. One of the most historically significant sites in all of Canada and historically significant to the City of Stoney Creek itself it lies within the corporate boundaries, therefore Stoney Creek City Council accepted the N.P.C. offer "feeling that the park could be promoted and better managed closer to home", says Ray Waters.

"The City plans to promote the park more aggressively, making it a community park and a major tourist attraction".

"We plan to apply to the Ministry of Culture and Communications for Capital Grants under the Heritage Programs and will approach the local Boards of Education with hopes that instructional classes at the museum will become part of the curriculum."

Ray Waters indicates that, "With 15,000 visitors per year the City feels the facility is under utilized". The City will also apply for museum status, apply for better highway signage from the Ministry of Transportation and will work closely with the Regional Visitor and Convention Services Division by attending marketplaces.

"The attitude is very positive" says Waters, "there is much excitement and local pride in having a site of such national prominence here. We plan to let more people know about it". The park is located at 77 King St. W. at Centennial Parkway. For information on Educational Programs, Special Events, Group Tours call 662-8458.

Greater Hamilton Attracting International Conventions

"In the past year the Region has bid on 42 conferences. The success rate has been very good, having won 27 of our bids, with 13 yet to be confirmed. Three successful bids are of major international interest and significance. These conferences include **The International Joint Commission Biennial Meeting on Great Lakes Water Quality, The International Science and Engineering Fair, and Crime Stoppers International**", says Nancy Yarmel, Conventions Sales Representative for the Region.

The International Joint Commission (IJC) is scheduled for October 11-14, 1989 and will attract some 700 delegates.

The IJC monitors and assesses progress made under an agreement signed in 1972 by the U.S.A. and Canada which commits each country to the restoration and maintenance of the "chemical, physical and biological integrity of the Great Lakes Basin Ecosystem".

The conference was bid on by several cities situated along the Great Lakes. Greater Hamilton was chosen because of its concerns over improving water quality as evidence by our efforts to "clean up" the Hamilton Harbour.

Approximately 1,000 delegates are anticipated for Greater Hamilton's hosting of **Crime Stoppers International** September 22-27, 1990.

A strong support contingent travelled to Norfolk, Virginia to bid against Boulder, Colorado; Mobile, Alabama and Naperville, Illinois. Sixteen individuals, Crime Stoppers Hamilton Board members, hotel representatives, Regional Visitor and Convention Services members as well as Chief of Police, Colin Millar and Mayor Robert Morrow were on hand to invite delegates to "Blow the Whistle on Crime in Hamilton in 1990". A footnote... Newly elected Regional Chairman Reg Whynott was elected Vice President of Crime Stoppers International and hopes to be elected President when the conference is hosted in Greater Hamilton.

3,500 secondary students from around the world will present their science projects in one of four categories at the **International Science and Engineering Fair (I.S.E.F.)** — May 7-13, 1995.

International media governmental and corporate sponsors, and educational supporters will round out the expected 4,500 delegates.

The bid was made in Knoxville, Tennessee at the 39th I.S.E.F. in May of this year. Greater Hamilton came away victorious over Tucson, Arizona; St. Louis, Mo; and Yale University. The 1995 conference will mark the very first time in its forty-six years that the I.S.E.F. will meet in Canada.

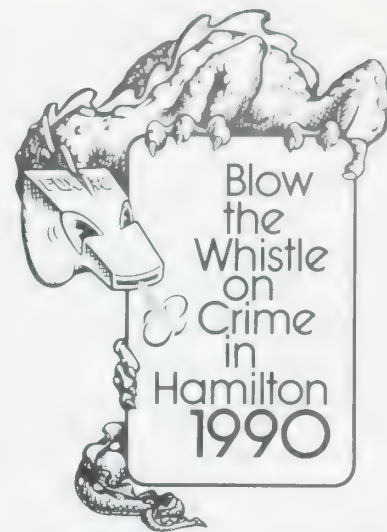
Nancy Yarmel reports too that a decision will be made sometime in the new year regarding Hamilton's bid for the Labatt Brier. This major sporting event will bring hundreds of participants, spectators and national media coverages to our Region and its wonderful convention and sports facility.

Greater Hamilton Attracts National Association's Headquarters

More and more associations are holding their national conventions in Greater Hamilton. To the delight of the Association Executives, they find the costs much less expensive than in Toronto, and find the experience for the convention organizers and delegates very enjoyable, with a bare minimum of hassle.

The Association Executives like what they see and experience while in Greater Hamilton. What they see, not only attracts more repeat convention business but transpires into numerous enquiries about re-locating associations' headquarters to the Region.

One such example is the **Canadian Association of Speech Language Pathologists and Audiologists** which re-located from Toronto to the Region November 1, 1988. Although this organization has not held their convention here, the executive director Mr. Richard King has attended many conferences here, knows Hamilton and what it has to offer.



The official logo and theme for the 1990 Crime Stoppers International Conference, "Blow the Whistle on Crime" is based on the use of the Hamilton manufactured and invented Fox 40 pealess whistle.

Comparatively speaking the advantages are just overwhelming. The availability of economical office space and parking combined with less traffic congestion and a top-notch telecommunications systems allows an organization to operate in Hamilton and serve a Toronto Market at half the cost.

King says, "the reason for moving came down to economics. First in Toronto, we couldn't get anyone to give us a 5 year lease. Then the difference in cost per square foot amounts to \$15,000 per year. Over the period of a 5 year lease in Hamilton, our organization's savings is \$75,000. That's a significant saving!"

Although the instances of organizations actually moving here are few at this point, the number of enquiries in this regard have increased significantly enough to lead Regional Economic Development staff to actively pursue associations to encourage them to establish their headquarters in Greater Hamilton.

Local Entrepreneur Purchases Hamilton's Grand Old Hotel



Mrs. Joyce Mongeon, new owner of the Royal Connaught.



The Royal Connaught Hotel at 75 is a City landmark and one of the Grand Old Lady of Hotels in the Country.

The Hamilton home to the rich, the royal and famous for over 73 years has a new owner.

Joyce Mongeon, President and Chief Executive Officer of Joymarmon Properties Inc., a Hamilton based company with holdings in Hamilton and throughout Ontario and Quebec, purchased The Royal Connaught Hotel effective October 1st, of this year.

Mrs. Mongeon stated, "While it is no secret that our company was most interested in entering the hotel industry in Hamilton, we were surprised and delighted that our negotiations for The Connaught were successful. We have, not only purchased a first class hotel but a piece of history as well".

Prior to the Hotel sod turning in May of 1914 by his Royal Highness, the Duke of Connaught, the site had been the location of the Anglo American Hotel where King Edward VII, as Prince of Wales, attended a ball in the 1860's.

Mrs. Mongeon feels that her own relationship with the Connaught has been favourable. She has many fond memories of her own company receptions, family parties and various functions which were held there. "I would have never thought when we held the opening reception for our Clappison Drive-In there 30 years ago, that today I would come to own it". She often made shopping trips to the Raphael

Mack Store once located in the Connaught lobby. Ironically, Mrs. Mongeon bought the store 5 years ago. It is now situated in the lobby of the Sheraton Hotel.

When asked about the changes she would make as new owner Mrs. Mongeon was quick to point out that "the Connaught is the Grand Old Lady of Hotels, it is one of the best maintained hotels of its age, it has an excellent, efficient and caring staff, offers a reasonable rate structure and has a strong history of community involvement". To her these things are important to maintain. As for changes immediately, improvements will be made to 3 or 4 floors of rooms, bringing them up to executive quality. Cosmetically the lobby may be given a face lift. While the service is excellent the Connaught will offer amenities that the travelling executive would expect. In addition, the commercial office and retail space will be improved providing a separate entrance and hopefully expanding its meeting space.

Mrs. Mongeon said "the economic climate in the Region is excellent and played a large part in our decision to purchase the hotel. I wouldn't call it a boom because to me that indicates a bust will follow. I see it more as the well planned natural maturing of the City and Region. I feel strongly that the best is yet to come, and we want to be a part of it."

Special Events Update January

- 2-14 **"Trains, Trains, Trains"**
Hamilton Museum of Steam & Technology 549-5225
- 3-31 **Tours, The Hamilton Spectator**
526-3333 ext. 650
- 3 **Hamilton YWCA Centennial Kickoff** City Hall 522-9922
- 6-Feb 4 **David Horsley, Chris Combs Exhibition** Hamilton Artists' Inc. 529-3355
- 8-9 **Hamilton Philharmonic**
Hamilton Place 526-6555
- 9-10 **McMaster Dramatic Arts**
(Free lunch hour theatre)
Convocation Hall
- 12-13 **The 101 Miracles of Hope Chan**
Theatre Aquarius 522-7529
- 11 **Boris Brot "Stained Glass Concert"**
Redeemer College 526-9915
- 13 **Spectator Indoor Games**
Copp's Coliseum 527-7900



- 13 **"Music for Viola, Organ & Strings"** Te Deum Concerts, Christ Church Cathedral 628-4533
- 15 **"Open House"** Art Gallery of Hamilton 527-6610
- 15 **Brunch with Bach, H.P.O.**
Hamilton Golf and Country Club 526-6555
- 17-20 **Geritol Follies**
Hamilton Place 528-8095
- 20,21,22 **Marauder Weekend Sports Festival** McMaster University
525-9140 ext. 7126
- 20,21,26, 27,28 **"Come Back to the 5 and Dime Jimmy Dean"** Dundas Little Theatre Inc. 627-1620
- 22 **Hamilton Philharmonic Orchestra** Stephen Toth, Hamilton Place 526-6555
- 26 **Hamilton YWCA Centennial Ball**
Ancaster Golf and Country Club 526-0404
- 27,28 **"Loot"** Players Guild of Hamilton 529-0284
- 28-29 **Dofasco Family Pops**
Hamilton Place 526-6555
- 29 **Valens Winter Carnival**
Valens Conservation Area, Hwy. #97 525-2181

February

1-10 **Festivals of Winter** – Kings Forest, Copps Coliseum Chedoke Winter Sports Park 526-4617



2,4 **Popera III** Opera Hamilton 527-0089
 2 **The Gin Game** McMaster Professional Theatre Series 525-9140 ext. 4660
 2-28 **Tours, The Hamilton Spectator** 526-3333 ext. 650
 4 **"Loot"** Players Guild of Hamilton 529-0284
 4-11 **MARDI GRAS**
 4 **Carnivale Di Venezia** 662-5657
 4 **Dutch Mardi Gras Carnival** 662-7552
 4 **Caribbean Cultural Association**
 5 **Mardi Gras** 522-2778
 5 **Children's Mardi Gras** 662-7552
 9-11 **McMaster Dramatic Arts**
 9-12 **Presentation** 525-9140 ext. 4660
 10 **The Hamilton Sportsman Show** Copps Coliseum 527-7900
 10 **Sound the Trumpet** Te Deum Concerts 628-4533
 10- **Paul Ropel, Robert Coyle**
 March 11 **Exhibition** 529-3355
 11 **German Mardi Gras** Convention Centre 526-3211
 11 **An Evening with Nina Lorcini** Symphony Mohawk College (Hamilton) 648-2813
 11 **Shakespeare Sounds & Scenes** Bach Elgar Choir Hamilton Place 527-5995
 16- **Designer Crafts '89 Exhibits**
 March 19 **& Demonstration** Art Gallery of Hamilton 527-6610
 18 **European Choral Gems: Music before 1750** – John Laing Singers Christ Church Cathedral 524-0566
 18 **Bach Elgar Choir Mystery** Dinner Night Hamilton Place 527-5995
 March 22 **Maple Sugar Festival** Rock Chapel Nature Sanctuary 527-7962
 23-26 **Hamilton Travelcamping Show** Copps Coliseum
 26 **Hamilton Concert Band Winter Concert** Hamilton Central Library 388-2989

March

1-25 **Sherlock's Last Case** Theatre Aquarius 522-7529
 2- April 16 **Andrew Dutkewych & Reinhard Reitzenstein** Sculpture, Art Gallery of Hamilton 527-6610
 2-31 **Tours, The Hamilton Spectator** 526-3333 ext. 650
 9,10,11 **Cool Sophisticates, Fashion Show** Lime Ridge Mall 387-4455
 12-19 **School Break Program** Battlefield House, Stoney Creek 662-8458
 15-19 **"Disney on Ice"** Copps Coliseum 527-7900
 16,17,18 **Young Trendsetters Fashion Show** Lime Ridge Mall 387-4455
 17- April 15 **Josh Garber Exhibition** Hamilton Artists' Inc. 529-3355
 18-19 **Quilted Treasures** Ancaster Fair Grounds 648-3955
 22 **Boris Brott "Stained Glass Concert"**, Redeemer College 526-9915
 25 **Orchid Show** Royal Botanical Gardens 527-1158
 31 **Leaving Home** Players' Guild 529-0284
 31 **Happy Birthday, Johann** Te Deum Concerts, Christ Church Cathedral 628-4533
 31 **Mozart Requiem Mass** - Symphony Hamilton Cathedral of Christ the King
 30,31 **Rockton Dinner Theatre** Rockton Fair Grounds 689-5652

April

2 **Around the Bay Road Race** Sir John A. MacDonald High School 648-3342
 2 **Ikenobo, Ikebana Japanese Flower Show** Royal Botanical Gardens 527-1158 ext. 152
 2-30 **Tours, The Hamilton Spectator** 526-3333 ext. 650
 1,6,7,8 **Leaving Home** Player's Guild 529-0284
 5 **Opera Hamilton Champagne Auction** Royal Botanical Gardens 527-7627
 15-16 **Rockton Lawn and Garden Show** Rockton Fair Grounds
 15 **Bach Elgar Choir Mass in B Minor** Hamilton Place 527-5995
 16 **Hamilton Naturefest** Royal Botanical Gardens 527-7962
 22 **Bon Voyage** - John Laing Singers Christ Church Cathedral 524-0566

22 **Boris Brott "Music To See"** Concert Redeemer College 526-9915
 28 **Messiah** Te Deum Concerts, Christ Church Cathedral 628-4533
 19- May 13 **My Darling Judith** Theatre Aquarius 522-7529

Conventions Update January

11-21 **Society of Management Accountants**
 13-15 **Arabian Horse Association of Eastern Canada**
 18-19 **Schneiders Meat Co. - Sales Meeting**
 21-22 **W.T.M. International Society of Ontario Veterinarians**

February

5-8 **Canadian Home Builders National Conference**
 22-26 **Canadian Football League Annual College Draft**

March

3-4 **Ontario 5-Pin Bowlers Shawware**
 13-15 **Blue Knights International Law Enforcement Clubs** Great Lakes Regional Conference
 17-19 **5-Pin Bowlers**
 22-26 **Ontario Curling Association**
 21-April 2 **Ontario Liberal Party Annual Convention**

April

5-9 **Ontario Optometrist Association**
 7-9 **Navy League of Canada Ladies Auxilliary**
 10-12 **Hamilton Academy of Medicine Emergency Care Conference**
 13-16 **Royal Arch Masons**
 14-16 **Pilot Club of Hamilton Inc.**
 24-25 **Air Pollution Control Association**
 28-30 **South West Ontario Taxation District Interoffice Conference**
 28-30 **Hamilton Utrusa Club**
 28-30 **Rotary District 709**

Lady Hamilton Club Offers 17 Years of Dedication to Tourism



▲ The Lady Hamilton Club Executive Members. From left to right front row: Mary Faulkner, Dorothy LaCourse, Mary Johnston, Rose Powell, Amie Brown, Margaret Dick. Back Row left to right: Irene Inglis, Grace Wilson, Mable Brzezicki, Irene Frost, Laura Stuart, Aimee Evans, Pauline Neu, Marg Smith, Phyllis Long.

Three Lady Hamilton Club members, Irene Frost, Laura Stuart and Mary Faulkner offer visitors a welcoming smile and assistance at the Downtown Tourist information Centre.



You can find at least one of their smiling faces at the Downtown Tourist Information Centre, taking registration at the Convention Centre, welcoming visitors at conferences and festivals or guiding local walking tours. Who are they? Why the 105 members of the Lady Hamilton Club.

Established in 1971, the idea for the organization was introduced by then director of the City's Visitor's Bureau, Mr. William Cockman. While attending Grey Cup festivities in Vancouver Mr. Cockman discovered the city was covered with an army of women welcoming and directing people, acting as ambassadors and providing tourist information. After some investigation he found that the ladies were members of a volunteer organization. Impressed with the concept, Mr. Cockman sought out interested volunteers in Hamilton... Thus the Lady Hamilton Club was formed.

Since then, the Lady Hamilton Club has helped the cities of Kingston, Stratford, and Windsor establish their own group of tourism volunteers.

The purpose is simple says Hamilton's longest standing member Mary Faulkner "We are to act as ambassadors of the Region, to acquaint people with the area's tourist events and attractions".

"We are a working club, rather than a social club" says Laura Stuart who is responsible for placement of the volunteers. The background of the members varies from school teachers, housewives and retired professionals. "As long as you are

aged 19-90, have knowledge of and interest in promoting tourism in the Region and have time to volunteer, we'll sign you up".

Over the course of a year, the ladies clock a total of 3,000 hours of service. We act as hostesses at functions such as the Hamilton Mum Show and staff the Hamilton Chrysanthemum display at the C.N.E. "In 1985 we were presented with the Hamilton-Wentworth Achievement Award" explains Executive Committee member Pauline Neu. "It was in recognition for our outstanding contribution to the economic and social development of the Region. We are all very proud of the recognition, but more than that, we are proud citizens of the Region and are proud to be offered the opportunity to serve our Region in this capacity".

It is a tremendous service the volunteers provide and without them the cost of operating the Tourist Centre and some of the promotional events in the Region would be much higher.

If anyone is interested in serving the Lady Hamilton Club contact Marg Johnston 560-1758.

Farewell to the Chairman

On Monday, November 7th, 1988 over 500 civil servants, politicians from three levels of government, business people, constituents' friends and family bid farewell and paid tribute to the out-going Chairman of Hamilton-Wentworth Bill Sears, who intends to return to his private engineering firm. Among the many gifts received by Mr. Sears at the reception was a painting entitled "Billy Nine Fingers" and a silver, brass and alabaster chess set, from the group.



Out-going Regional Chairman Bill Sears and wife Judy unveil a print entitled "Billy Nine Fingers" presented to them at a farewell reception Nov. 7, 1988. (Photo: The Spectator)

URBAN/MUNICIPAL

CH 30N HW Q78

TSI

Skyline

Tourism and Conventions

Volume 11, Issue 1

Economic Development Department
Regional Municipality of Hamilton-Wentworth

First Quarter 1989

CH 30N HW Q78
TSI
1989



When
convention
groups
want to
"kick up their heels"
They come to
Greater Hamilton

And they have the convention of their lives! They enjoy world class facilities, affordable accommodation and a warm welcome from the people of Greater Hamilton. Come and see why our attitude makes the difference. Conventioneers can kick up their heels in so many ways in Greater Hamilton. Theatres, art galleries, museums, golf, tennis, shopping and many more attractions are close at hand. Take a closer look at Greater Hamilton

New ad campaign launched.

**GREATER
HAMILTON**

Take a Closer Look!

- "Take a Closer Look" Advertising Campaign
- Now Taking Off From Hamilton Airport
- Hamilton International Airshow
- Tourism Awareness

The Director's Message

Busy and Exciting Times Ahead for Greater Hamilton

Spring marks the beginning of a busy and exciting time in local tourism. You will note that this edition of SKYLINE includes features and extensive listings of up-coming events and conventions. Advances in local tourism are also reported.

Some of the up-coming events have been in the planning stages for over a year...now ready, awaiting your arrival and participation. Be sure to participate in the annual **Lilac Festival**, **Bluegrass Canada**, **Your Festival**, **Drum Corp International**, and, of course, the **International Airshow** in June.

Note too that April marks the opening of some of the Region's more popular attractions...The **African Lion Safari**, **Flamboro Downs'** spring racing schedule and what better time to see the **Royal Botanical Gardens** and enjoy a peaceful moment at the tea house.

We are excited about the developments at the Hamilton Airport with three new air services scheduled to be in effect by the end of May. Take advantage of Canadian Partner flights to Ottawa and Montreal; Nationair's flight to Brussels. Elgin Tours joins our ever growing family of quality air services.

May 15 - 21 marks National Tourism Awareness Week. Everything from post-card promotions, waiter races to front-line staff appreciation receptions will be hosted.

During that time, the Regional Economic Development Department will officially launch its new marketing campaign and slogan which invites you to "take a closer look" at what Greater Hamilton has to offer in the way of top quality hotel and convention facilities, interesting and exciting attractions, unique special events and fine dining.

On behalf of the Economic Development Department, I invite you to take a closer look at Greater Hamilton...you'll be glad you did!

Looking forward to your visit and enjoy.

Saad Ghanem
Director
Economic Development Department

Take A Closer Look!

"Greater Hamilton is ready for greater scrutiny", says Mr. Len Olynyk, Vice-President at Olynyk, King and Duda, the Hamilton advertising firm that has helped create the Region's new slogan and publicity campaign. Greater Hamilton: Take A Closer Look! campaign will help promote the Region's business opportunities, convention facilities and tourist attractions.

This new slogan "is slightly boastful and brash. But we can say that now," said Mr. Olynyk. "After the two year old Momentum series of advertisements, this is a natural progression, as the Region is now on a roll. The rapid growth of the local tourism industry and the Region's success is evident by the development of Copps Coliseum, and the addition of new and up-graded hotels, more

quality attractions and restaurants."

Saad Ghanem, Director of the Economic Development Department is happy with the visual ads, pointing out that they are not overly dramatic. He gets the point across.

The ads will be displayed in the Region's major hotels and convention facilities. The ads will be displayed in the Region's major hotels and convention facilities.

In this issue

- Director's Message
- Take a Closer Look
- The Brier returns to Hamilton
- Now taking off from Hamilton Airport
- Region has Great Expectations for a Dickens of an idea!
- Hamilton International Airshow
- Copps Coliseum - Why the shows are coming
- National Tourism Awareness Week
- Special Events Update
- Conventions Update

Tourism and Convention SKYLINE
1 James Street South 3rd Floor
Hamilton, Ontario Canada L8P 4R5
(416) 526-4222

Editor: Louise McMillan

The purpose of this newsletter is to promote Tourism and Conventions in the Greater Hamilton area, to apprise you of the current events and developments in the local industry and to acquaint the external market with Greater Hamilton's world class convention facilities, accommodations, attractions and fine dining restaurants. From time to time we will provide tourism related articles of a national or even global nature which we hope will be both informative and interesting.

Tourism and Conventions Staff

Should you have any inquiries relating to tourism, conventions or special events call:

Manager - Gabe Macaluso

Tourism Sales - Mary McChesney

Tourism Services - Janet Foster

Convention Sales - Nancy Yarmel

Convention Services - Dilna Khory

Special Events - Louise McMillan

Tourism Volunteers - Lady Hamilton Club

For Up-To-Date Event information call the
EVENT LINE (416) 522-7772

Your ideas and comments are important. Please feel free to pass them on to the editor.

Special Events Update

April '89

- 1-July 6 **It's About Time**, Antique Clock Display, Steam museum, 549-5225
- 1-15 **JOSH GABER Exhibit**, Hamilton Artists Inc, 529-3355
- 1 **Silver Jubilee Art Auction**, Dundas Valley School of Art 628-6357
- 1 **Preservation Hall Jazz Band**, Hamilton Place, 645-3266
- 3 **Hamilton Philharmonic, Jean-Bernard Pommier**, Hamilton Place, 526-8800
- 3 **Around the Bay Road Race**, Sir John A. MacDonald High School, 648-3342
- 2 **Ikenobo Ikebana Japanese Flower Show**, Royal Botanical Gardens 527-1158 ext. 152
- 2 **Wrestlemania V (Closed Circuit)**, Copps Coliseum 528-3000
- 1-June 30 **Farming Exhibit**, Childrens Museum 549-9285
- 1,6,7,8 **Leaving Home**, Player's Guild 529-0284
- 4 **Halton Secondary School Showcase**, Hamilton Place 525-7710
- 5 **Opera Hamilton Champagne Auction**, Royal Botanical Gardens 527-7627
- 5 **Hamilton Secondary School Massed Bands**, Hamilton Place, 526-8800
- 7,8,9 **Dofasco Family Pops**, H.P.O. and Walter Noona, Hamilton Place 526-8800
- 8 **Metallica**, Copps Coliseum, 528-3000
- 13,14 **Irish Rovers**, Hamilton Place 645-3266
- 15 **Bach Elgar Choir Mass in B Minor**, Hamilton Place 527-5995
- 18 **The Lion, the Witch and the Wardrobe**, Mohawk College, 1-800-387-7465
- 1-16 **Andrew Dutkewych, Sculpture Exhibit**, Art Gallery of Hamilton, 527-6610
- 15-16 **Rockton Lawn and Garden Show**, Rockton Fair Grounds
- 16 **Hamilton Naturefest**, Royal Botanical Gardens, 527-7962
- 16 **Burlington Teen Tour Band**, Hamilton Place, 645-3266
- 19-May 13 **My Darling Judith**, Theatre Aquarius, 522-7529
- 22 **Boris Brott "Music To See" Concert**, Redeemer College 526-9915
- 22 **Bon Voyage**, John Laing Singers, Christ Church Cathedral 524-0566
- 21,22,28,29,30 **Little Shop of Horrors**, Hamilton Theatre Inc, 522-3032
- 21,22,23 **Hamilton Mountain Spring Home Show**, Hanger #4, Hamilton Airport, 477-7460
- 28-May 21 **David Craven 1974-1987 Exhibit**, Art Gallery of Hamilton, 527-6610
- 23-May 21 **Ian Lazarus Exhibit**, Art Gallery of Hamilton 527-6610
- 21-May 13 **14th Annual Members Show**, Hamilton Artists Inc, 529-3355
- 21-May 21 **Alfred Bader Collection**, Art Gallery of Hamilton 527-6610
- 27,29 **Don Pasquale**, Opera Hamilton, 527-0089
- 28 **Messiah**, Te Deum Concerts, Christ Church Cathedral, 628-4533
- 29 **20th Anniversary Grand Opening**, African Lion Safari 623-2620
- 30 **Hamilton Philharmonic Celebrity Concert**, Hamilton Place 526-8800

May

-  **Hamilton Steeler Soccer**, Brian Timmis Stadium 521-0633
- 5 **Roger Whittaker**, Hamilton Place, 645-3266
- 8,6 **Little Shop of Horrors**, Hamilton Theatre Inc, 522-3032
- 7 **The Hamilton Marathon**, Start Finish Mohawk Sports Park, 335-0111
- 12,13,18 **National Tap Dance Co.**, Mohawk College, 529-9485
- 19,20 **Murder at the Howard Johnsons**, Players Guild, 529-0284
- 13 **Salvation Army Spring Festival**, Hamilton Place, 525-7710
- 13 **Canadian Orpheus Male Choir**, Mohawk College, 335-0729
- 15-21 **National Tourism Awareness Week**, Various locations throughout the Region, 526-4222
- 19-June 17 **Marc de Guerre and Dianne Radmore**, Hamilton Artists Inc., 529-3355
- 20-30 **Lilac Festival**, Royal Botanical Gardens, 527-1158 ext. 152
- 20 **Croatian Folklore Festival**, Hamilton Place, 525-7710
- 22 **Queen Victoria Days**, Dundurn Castle, 522-5313
- 23,24 **Carousel Players, Peter and the Wolf**, Mohawk College, 682-8326
- 25-July 9 **Ray Mead**, Art Gallery of Hamilton, 527-6610
- 26,27 **Forestfest**, King and York Streets, Dundas, 628-6627
- 28 **Lilac Sunday Concert**, Royal Botanical Gardens, 527-1158
- 27 **Night at the Proms**, Bach Elgar Choir, Hamilton Place, 527-5995
- 26,27,28 **Alumni Weekend**, McMaster University, 525-9140 ext. 7010
- 27,28 **Aero Jumble Aviation Flea Market**, Hanger #4 Hamilton Airport, 679-4183
- 25-July 9 **Student Curated Exhibition/Acquisitions**, Carlos Martins, Art Gallery of Hamilton, 527-6610

June

- 1 **Male Orpheus Choir**, Hamilton Place 645-3266
- 2,3,8,9,10 **Much Ado About Nothing**, Dundas Little Theatre, 627-1620
- 2-4 **Bluegrass Canada**, Courtcliffe Park, 689-5708
- 3 **Julio Iglesias**, Copps Coliseum, 528-3000
- Early June-Late Sept. **Rose Festival**, Royal Botanical Gardens, 527-1158
- 3,4 **Military Heritage Day**, Battlefield House Stoney Creek, 662-8458
- 3 **Southern Ontario Bodybuilding Competition**, Mohawk College, 637-8218
- 4 **Dundas Kite Festival**, Dundas Valley Conservation Area, 525-2181
- 6-8 **Hamilton Industrial Trade Show**, Hamilton Airport Hangers #3 and #4, 479-3939
- 10 **Beach Party**, Hamilton Airport Hanger #4, 679-4183
- 9,10 **Ancaster Heritage Days**, Various locations, Ancaster, 648-6128
- 10-11 **Maria S. S. del Monte - Racalmutese Festival**, St Mary's Schoolyard, 527-2826
- 11 **Iris Festival & Show**, Royal Botanical Gardens, 527-1158
- 11 **Hamilton Corporate Challenge**, McMaster University 522-1151

Hamilton Redbirds Class A Professional Baseball - Home Opener
Bernie Arbour Stadium, 549-5100

17,18 **Aeroheritage '89 Hamilton International Airshow**, Hamilton Airport, 528-4425



- 20-23 **Geritol Follies**, Hamilton Place, 528-8095
- 24,25 **Hamilton and District Rose Society Show**, Royal Botanical Gardens, 527-1158
- 29 **Cleo Lane**, Hamilton Place 645-3266
- 30-July 2 **Your Festival, Canada Day Celebrations**, Gage Park, 526-0092

July

- 8,9 **Lily Society Show**, Royal Botanical Gardens 527-1158
- 8,9 **Herb Weekend**, Stoney Creek Battlefield House, 662-8458
- 13-Sept 10 **The Bruce Collection/Wyn C. Geelynsse**, Art Gallery of Hamilton, 527-6610
- 15 **"Make Believe Ballroom Time"**, Hamilton Airport Hanger #4, 679-4183
- 16 **Microcosm**, Historic Craft Demonstration, Dundurn Castle, 522-5313
- 22 **11th Birthday Celebration**, Children's Museum, 549-9285
- 22-23 **Antique Steam & Gas Engine Show**, Museum of Steam and Technology, 549-9285
- 29 **Drum Corps International - Canadian Championship**, Ivor Wynn Stadium, 528-7848
- 30-Sept 4 **Quilt Show**, Battlefield House, Stoney Creek, 662-8458

Conventions Update

April

- 2-5 **Canadian Real Estate Association**
- 5-9 **Ontario Optometrist Association**
- 7-8 / 14-16 **Ontario Amateur Basketball Association**
- 7-9 **Navy League of Canada Ladies Aux**
- 10-12 **Hamilton Academy of Medicine Emergency Care Conference**
- 11-13 **Roads and Transportation Association**
- 13-16 **Royal Arch Masons**
- 14-16 **Pilot Club of Hamilton Inc**
- 14-16 **HMCS HMIDA Assoc.**
- 17-18 **Resource Teachers Conference**
- 18-21 **Potters House Christian Centre**
- 21-23 **6th National Canadian Refunding and Contesting Convention**
- 21-23 **Ontario Pipe Trades Convention**
- 24-25 **Air Pollution Control Association**
- 24-25 **S. W. Ontario Taxation District Interoffice Conference**
- 28-30 **Hamilton Utrusa Club**
- 28-30 **Rotary District 709**

May

- 1-6 **E.L.F.A. World Youth Soccer Training Camp**
- 1-2 **Critical Care Conference**
- 1-5 **Kiwanis Music Festival**
- 3-4 **Hospitals of Ontario Long Term C**
- 4-7 **Scottish Rite**
- 5-6 **Ontario Deal Bowlers**
- 5,6,7 **Rotary Internal**

Hamilton Philatelic Society
McMaster Engineering Experience
Critical Appraisal Workshop
Canadian Centre for Occupational Health and Safety
Ontario Colleges Athletic Assoc.
Ontario Police Assoc.
Ontario Assoc. of Children's Aid Soc.
Wentworth City & Hamilton Board of Education Family Studies Day
Association of Community Information Systems
Square Dance Convention
Scottish Rite
Blast Furnace Ironmaking Course
Advanced Process Control
AHEPA Family Convention
Baptist Youth Encounter '89
First Unitarian Church of Hamilton
Social Service Educators Conference
Polish Singers Alliance of America
McMaster Alumni Weekend
Clinical Epidemiology and Biostatistics
Ontario Assoc. of Library Technicians

June

1-3 G.R.C.D.A. Spring Conference
2-4 Telecare Canada
2-4 Beta Sigma Phi
3-4 Germania Choir
4-8 Canadian Society of Clinical Chemists
7-9 Ontario Re-hab and Work Council
9-11 War Pensioners of Canada Hamilton Branch
9-13 Ontario Association of Interval and Transition Houses
11-13 Institute of Chartered Accountants of Ontario
11-14 Chemistry Symposium
11-17 Insurance Accounting Course
12-16 Summer Institute of Gerontology
13-16 United Steelworkers of America
16-30 Peace Studies Conference
16-18 Hamilton Civic Hospitals School of Nursing Alumnae Reunion
16-18 Air Force Reunion
18-20 O.F.S.A.A. Women's Coaching School
18-23 Radiation Effects in Insulators #5
18-24 Canadian National O.F.S.A.A. Conf.
21-24 Ontario Association for Early Childhood Education
22-24 Torbsa Golf Tournament
23-25 IRC Meeting (Synergy)
26-July 21 Mohawk College Summer Language Prog.
28-July 1 American Classical League
28-July 1 Canadian Association of Municipal Administrators
28-July 2 Big Brothers Silver Anniversary

July

2-7 Shriners (Toronto overflow)
2-7 CSA National Centre Camp
5-7 Canadian College of Teachers
9/12/16 Jehovah's Witnesses Watchtower Society
7-14 German Marching Band
9-12 Price-Waterhouse - Audit Strategies
10-22 Society of Management Accountants
11-16 Gideons International
12-14 Price Waterhouse-Mgr. Asst. Mg (East 1)
Partner/Sr. Mgr (East 1)
15-16 Ramsey's Bike Supertour
16-21 Institute of Addiction Studies
23-28 Deloitte Haskins & Sells - New Professionals
23-27 Royal Canadian College of Organists
28-30 Hamilton Police Ball Association

Be a Convention Ambassador



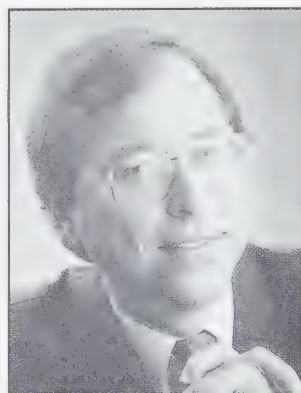
Nancy Heddle
Canadian Society of
Laboratory Technologists
Convention



Chief Colin Millar
FBI National Academy
Retraining Session



Rick Mallon
MDA Lions Club
Convention



Milton Lewis
Ontario Liberal Party
Annual Convention

No doubt you have heard or seen the ads and posters which depict our local **Convention Ambassadors**. During Tourism Awareness Week, the Visitor and Convention Services Section of the Economic Development Department will once again be on the look-out for new Convention Ambassador recruits. Also approximately 70 successful Convention Ambassadors will be acknowledged with an Awards Dinner. Jointly sponsored by the Hamilton and District Chamber of Commerce, Hamilton Entertainment and Convention Facilities Inc., the City of Hamilton, the Sheraton, Royal Connaught and Holiday Inn Hotels and the Economic Development Department, the dinner will take place on Thursday, May 18, 1989 at the Sheraton Hotel.

With our world-class facilities and services, Greater Hamilton is becoming a popular convention destination. Nothing has helped our cause more than the strong support of local professionals who have been instrumental in bringing prestigious conventions home to Greater Hamilton. Many of these professionals are local members of provincial, national

and international associations who have helped to host association meetings here. They have had the satisfaction of showing their out-of-town colleagues the fabulous facilities and heartwarming hospitality that Greater Hamilton has to offer.

Being a Convention Ambassador and Organizing a great convention is easier than you think. The Greater Hamilton Visitor and Convention Services will assist you with a wide array

of services such as: customized presentations, promotional literature, promotion and attendance building, social programs and entertainment, convention manuals and much more.

These excellent services will make your organizational task much easier than you ever thought possible...Be A Convention Ambassador and join this special group who have found that Greater Hamilton means Greater Conventions.

For more information, contact the Economic Development Department - (416) 526-4222.

**GREATER
HAMILTON**

**Greater
Events**



The Regional Municipality
of Hamilton-Wentworth
Economic Development Department

For up to date information on
events taking place in
Greater Hamilton call

The Event Line
522-7772



URBAN MUNICIPAL
MAY 13 1990
GOVERNMENT DOCUMENTS

Skyline

Tourism and Conventions

Volume II, Issue 3

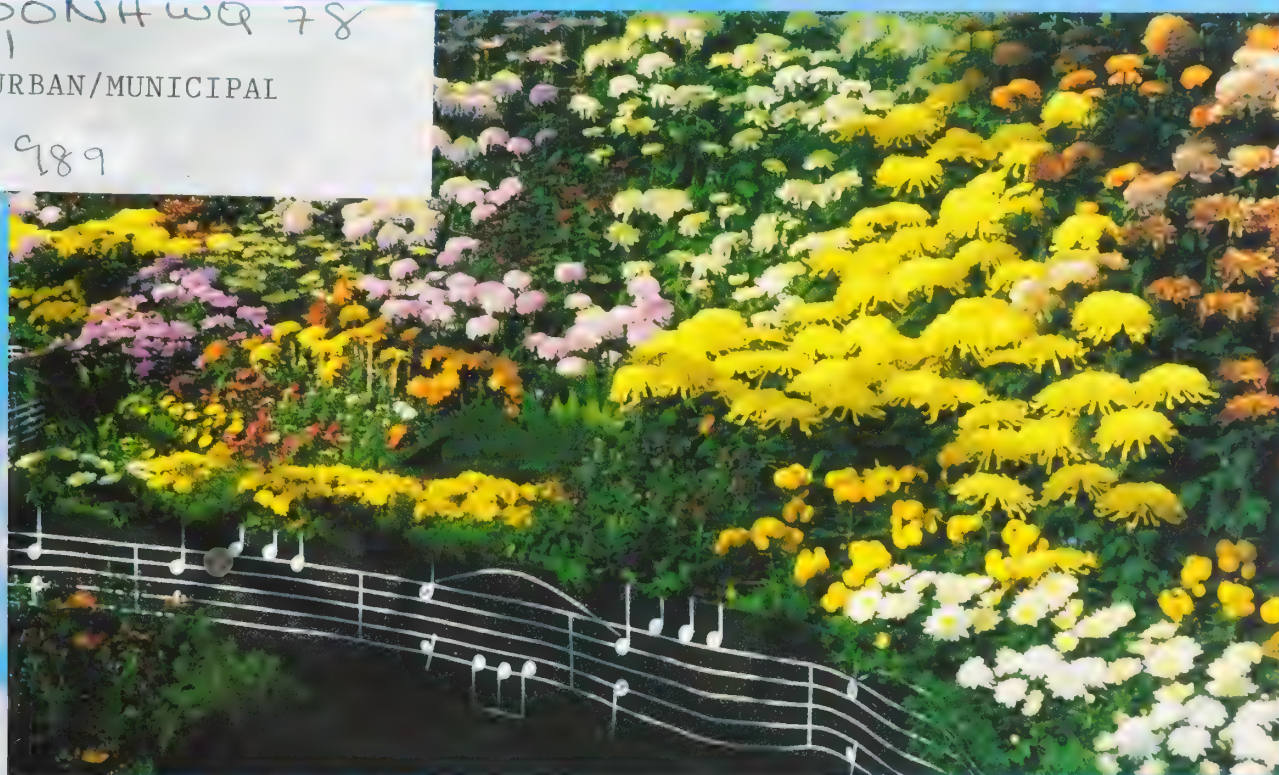
Economic Development Department
Regional Municipality of Hamilton-Wentworth

Third Quarter 1989

CA30NHWR 78
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URBAN/MUNICIPAL

1989



**GREATER
HAMILTON**

Take a Closer Look!

- Junior Hockey Returns to Greater Hamilton
- Regional Museums Preserve, Educate
- Mums On Stage
- Centre Stage in Greater Hamilton

Junior Hockey Returns To Greater Hamilton



The Dukes of Hamilton, Hamilton's new Ontario Hockey League (OHL) Major Junior A Hockey club, haven't touched the ice and already they've won a berth in the Memorial Cup National Junior Championship.



Hamiltonian Barry Young sports the uniform of the newest OHL franchise team, the Dukes of Hamilton.

Hamilton was awarded the annual Memorial Cup tournament in August and with it an assured place in the finals. Winners of three Canadian junior leagues will vie for the coveted cup in May. The championship is not only a great boost for the club, but also a plum for Copps Coliseum, where the games will be held. Having won the Memorial Cup championship, the Dukes are actively bidding to host the World Junior Championships.

The Dukes, who take their nickname from their former franchise, the Toronto Marlboros, began their 66 game season September 21 at Copps. They will battle their opponents Thursday and Sundays in 33 home games. The 1989-90 Dukes squad is strong with 14 returning players who helped the Marlies last season.

Ownership of the team is a virtual who's who of prominent Hamilton business people: Mario, Ron and Tony Cupido, Jack Pelech, Fred Dambacher, Bob McDade, Sam Mercanti, and Tony

Serafini.

The Cupidos were owners of Hamilton's 1976 Memorial Cup winning team, the Fincups. The General Manager is Major Junior Hockey veteran Dave Draper. The Head Coach is Gerry Harrigan and Chief Scout is Don Chrysler, who along with Jim Cherry and John McDonald, will scour the country to find the best Major Junior hockey talent. Another junior hockey vet is Athletic Trainer Andy Alway, who will be assisted by Mike Burnstein. Public relations, communications and marketing is handled by Dave Smith, Bob Nichols and Norm Marshall.

In their team colours of red, white and blue, the Dukes will entertain thousands of fans with fast, exciting, hard-hitting Major Junior hockey. Their long term goal, however, is to enhance the chances of Hamilton to obtain a National Hockey League franchise!

For seasons tickets call 577-9050.



Salute To Convention Ambassadors

"Bring your convention to Greater Hamilton - We'll support you all the Way". That will be the message when Regional Chairman, Reg Whynott, proclaims October 1 - 7 "Be A Convention Ambassador Week".

Already in its third year, the Be a Convention Ambassador program has been highly successful in encouraging local citizens to convince their associations to hold their next convention in Greater Hamilton.

Convention activity contributed approximately \$127 million dollars to

our community last year.

Convention Ambassadors assist in augmenting our Region's economy and in turn have the satisfaction of showing their out-of-town colleagues the fabulous facilities and heartwarming hospitality that Greater Hamilton has to offer.

To find out how you can join the distinguished list of Convention Ambassadors who have found that Greater Hamilton means Greater Conventions, contact Visitor and Convention Services at 526-4222.

Tourism and Conventions Staff

Should you have any inquiries relating to tourism, conventions or special events call:

Acting Manager: Joe Fardell
Tourism Sales - Mary McChesney
Tourism Services - Janet Foster
Convention Sales - Nancy Yarmel
 - Eileen Ferrie
Convention Services - Dilna Khory
Special Events - Louise McMillan
Tourism volunteers - Lady Hamilton Club

For Up-To-Date Event information call
THE EVENT LINE (416) 522-7772

Regional Museums Preserve, Educate



Dundurn Castle

Local museums are not dusty repositories of old things. They're living reminders of those past events and lifestyles worth preserving, from which we can learn a thing or two. Greater Hamilton has many interesting and unique museums. Here are a few.

Hamilton's Department of Culture and Recreation (Hamilton Historical Board), Historic Sites Division, manages five museums.

Two historic houses—**Dundurn Castle** and **Whitehern**—were restored and opened to the public in 1967 and 1971 respectively. Dundurn, probably one of the largest house restorations in Canada, was the home of Sir Allan Napier MacNab, Prime Minister of the United Provinces of Canada from 1854-56. A living historic site, it interprets domestic life to the public and has the best equipped restored kitchen in Canada.

Whitehern was the home of three generations of McQuestens. It is filled with original furnishings and treasures collected by the family from 1790 up to the 1930's. Thomas Baker McQuesten was Provincial Minister of Highways who influenced Ontario's road and bridge building program, Hamilton's park system, the relocation of McMaster University and the development of the Royal Botanical Gardens.

The **Hamilton Military Museum** in Dundurn Park, formerly the gatehouse to the MacNab estate, was opened in 1976.

It houses an intriguing collection of military uniforms, equipment and memorabilia from the 1790's to World War II.

A unique learning centre, **Hamilton's Children's Museum** was created in 1978 during International Year of the Child. Three changing themes during the year offer children opportunities to discover, explore and learn through interactive and creative hands on exhibits.

The **Hamilton Museum of Steam and Technology** is on the site of Hamilton's 1859 Waterworks Pumping Station. Canadian made and designed, it is the only one of its type in North America. The pump house, a magnificent example of 19th century architecture, contains two five storey high walking beam engines. The Keefer Gallery contains exhibits relating to Waterworks history and Hamilton's social and industrial past.



Canadian Football Hall of Fame

The **Canadian Warplane Heritage Museum** is a living aviation museum established to preserve and maintain, in

flying condition, the aircraft flown by Canadians in military service during World War II and the Korean conflict. Housed in two Hamilton Airport hangers, CWH has developed hundreds of aviation artifacts and a collection of more than 40 aircraft, including a fully restored Lancaster bomber, one of two remaining in the world.

The **Canadian Football Hall of Fame and Museum** in Hamilton is a national shrine to Canadian football, tracing the history of football over the past years and glorifying the players and executives who made football Canada's greatest sport prodigy.

Stoney Creek's Battlefield House is a memorial to the famous War of 1812 Battle of Stoney Creek in which British forces drove advancing American troops back across the border. The farmhouse has been skillfully restored to its original 19th century character.



Battlefield House

New on the scene is Ancaster's **Fieldcote Memorial Park and Museum** on Sulphur Springs Road. Opened a year ago, its English-style home displays and interprets the history of the Town of Ancaster, the oldest community in Greater Hamilton. **Dundas Historical Society Museum**, opened in 1956, offers a similar look at the Valley Town.

Museums of Greater Hamilton are open year-round and service the local community and the tourism market. In addition to tours, special events and exhibits are offered throughout the year. Many programs are also geared to the curriculum of local school boards. For further information, contact the museums - share our history, share our future, visit your museums!

Mums On Stage

The greenhouses of Gage Park will be centre stage for the 69th annual **Chrysanthemum Show November 4-19**.

In recent years a different theme has been chosen to display the magnificent "mums" of Hamilton. Approximately 75,000 blooms and 230 varieties will provide the back drops of this year's theme: "Mums on Stage".

Current theatrical activities will be emphasized in conjunction with displays

and artifacts depicting the history of local theatre.

The Mum Show is jointly produced by the staff of Hamilton's Horticultural Department under the direction of Jim Pook, and the Mum Show Committee, co-chaired by Eleanor Morrow and Isabelle Smith, with Russ Nutley as co-ordinator.

Mrs. Morrow, who has been involved with the Mum Show Committee for 12 years, points out that tourists from all

over the world visit the greenhouses each year. The Committee is excited about this year's theatrical theme, she says, and is "waiting to usher everyone into Mums on Stage."

The greenhouses are open 9 a.m. to 8 p.m. daily and admission is free of charge. Light refreshments and souvenirs will be available. Phone 526-4222 for group reservations or more information.



Centre Stage....

Shakespeare said all the world's a stage and all men and women are players, and oh, how Greater Hamilton loves to play! Theatre has been alive here since the first minstrels performed in the 1820's. Today a wide variety of offerings entertain people of all ages and interests.

Hamilton Place



Hamilton Place

The Region's **Hamilton Place**, renowned for its excellent acoustics, has been acclaimed as one of the finest in North America. It's 2,181 seat Great Hall (fully equipped for the hearing impaired) is home to Opera Hamilton, and the Hamilton Philharmonic Orchestra and the 400 seat Studio Theatre houses Theatre Aquarius. Hamilton Place audiences have been entertained by the National Ballet of Canada, and Robert Goulet in South

Pacific. This season promises another spectacular line-up.

Opera Hamilton

Greater Hamilton can be proud of its first-rate theatre companies. Featured on the Globe and Mail's New Year's list of best events in Canada, **Opera Hamilton** is a home-made success story. Catering to all theatre-goers with familiar and less known productions, it's houses, which include 50 percent out-of-towners, are usually sold out. Opera Hamilton launches its tenth season on October 21 with the Canadian premiere of *I Due Foscari*.

Hamilton Philharmonic Orchestra

The **Hamilton Philharmonic Orchestra** (HPO) serenades Greater Hamilton with a variety of serious and light-hearted concerts. Thriving on strong community support, HPO performed over 140 concerts to more than 120,000 people, including 17,000 students, during its 1988 season.

Theatre Aquarius

In professional regional theatre, Greater Hamilton is experiencing the "Age of Aquarius"—**Theatre Aquarius**, that is. It is the second largest company in Ontario and according to the Financial Post, "One of the top ten in Canada". Each year, more than 50,000 spectators attend Aquarius' productions—*A Chorus Line*, *Billy Bishop Goes to War* and *Neil Simon*, to name a few—and this season opens with *Ten*

Williams' *The Night of the Iguana*. Outgrowing the Studio Theatre, Aquarius is building a 750 seat performing arts centre, which will open in 1991.

Hamilton Players Guild

Amateur theatre also thrives in Greater Hamilton. The **Players' Guild** has been entertaining frequently sold out audiences



John Mauro and Mirna Pecile in *Affare d'Il Trovatore*



Poitier Family Reunion

Two hundred members of the Poitier family recently held a family reunion in Hamilton. The famous Sidney Poitier, actor and movie director could not attend. His two brothers Cyril (left) and Reginald (right) and cousins Reverend H. G. Poitier and Althea Baines, who organized the event, were present

....In Greater Hamilton

for 114 years. Performing at the 750 seat Sir John A. Macdonald High School Auditorium, the Guild will continue its varied playbill with the Canadian comedy thriller *I'll Be Back Before Midnight*.

Theatre Terra Nova

Explore Canadian theatre with **Theatre Terra Nova**. After a highly successful run of *How Could You Mrs. Dick?* in June 1989, Terra Nova opens its exciting new season with the world premier of the moving *Rough Idle*.

Hamilton Theatre Inc.

For musical theatre, **Hamilton Theatre Inc.** (HTI) has been sweeping Greater Hamilton off of its feet since 1956 with Broadway and Canadian hits. The company is a springboard for aspiring performers and set designers. HTI celebrates its new facilities at 140 MacNab Street North with *A Funny Thing Happened On The Way To The Forum*.

Other Community Theatres

Community theatres in Binbrook, Dundas, Stoney Creek and Waterdown are taking the Region by storm. For over 25 years both Binbrook and Dundas have performed a variety of plays for adults and children to capacity audiences. **Village**

Theatre of Waterdown has been tackling adventurous and daring works like *Equus* and *Virginia Woolf* as well as family productions for 17 years. These vibrant local groups flourish on fantastic community participation.

The Region also offers some unique theatrical experiences. In November 1989, **Heritage Theatre** will present T. S. Eliot's *Murder in the Cathedral* at Hamilton's Christ's Church Cathedral, the setting Eliot intended. There is also dinner theatre: a Neil Simon tribute at Waterdown's Bohemian Restaurant and a new production at the Ancaster Old Mill.

McMaster Professional Theatre

For more obscure pieces, McMaster University offers a **Professional Theatre Series** — various touring companies that perform three dance and three theatrical productions each season — and free lunch hour student performances.

New Faces

Aspiring young performers have dazzled Regional audiences for five summers in the **New Faces** program sponsored by Hamilton Place. This musical extravaganza is not only a crowd-pleaser but also an excellent starting point for local talent.

Geritol Follies

From youth to golden age, Greater Hamilton may have found a "fountain of youth" with its **Geritol Follies**. This seniors troupe performs an energetic musical variety show in January and June to sold out audiences that come by the busload from across North America.



Hamilton's aspiring talent group, **New Faces**, perform nostalgic songs from World War II in their show "*Biltz Hits*"

Greater Hamilton's theatre is accessible to everyone and from September to June provides a variety of high-calibre affordable productions. If you enjoy professional or amateur, tragedy or comedy Greater Hamilton theatre will dazzle you this season.

Region Hosts First Canadian Disaster Management Conference

What can Chernobyl teach us about disaster? What can Newfoundland, Bhopal, India, and St.-Basile-Lé Grande, Quebec teach us? In these places and others, people and officials faced unexpected and tragic mishaps which caused deaths and disrupted lives.

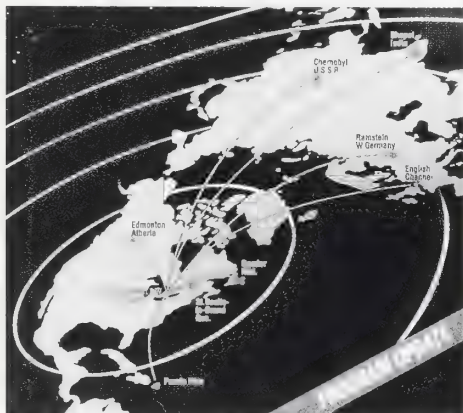
Officials who handled the Chernobyl nuclear reactor fire and explosion in 1986 will provide their special

knowledge and experience at the first **Canadian Conference on Disaster Management**, November 22 to 25, 1989, at the Hamilton Convention Centre.

Pooling of knowledge and experience to deal with a world increasingly plagued with catastrophes is the thrust of Disaster '89. Sponsored by the Region of Hamilton-Wentworth, the conference is designed to bring together all facets of disaster response and relief. Through workshops, lectures and presentations, experts will discuss command structure, emergency fire and medical rescue, political responsibilities, law enforcement, evacuation, and environmental issues.

Emergency management representatives from across Canada and northern United States will participate in the four day event.

A trade show exhibiting the latest in technical equipment and innovations will run concurrent with the conference.



Via Rail Canada - A Service



Can you imagine an extra 10,000 vehicles a day using the highways between Windsor and Quebec City?

This could easily happen if residents of this heavily populated corridor no longer have the services of **VIA Rail Canada Inc.**

The Hamilton station in particular is serviced by 14 return trains a day to

Niagara Falls, Toronto, Sarnia, London and Windsor. According to VIA's Public Affairs office, the number of passengers using the Hamilton station increased by 10 percent in 1988, and is expected to rise even higher this year as more people relocate here from the Toronto area, where housing and cost of living is expensive, and commute to work.

Founded in 1977 and operated by the Federal Government, VIA offers a variety of services ranging from providing for the special needs of disabled passengers to "VIA First-Class Service". Senior citizens (whom VIA calls Ambassadors) and students are allowed a substantial 33 percent discount.

Committed to excellence, VIA also boasts an "On-Time Commitment" or 50 percent refund if the train arrives 15 minutes later than scheduled. For tickets and schedule information contact 1-800-268-9511.

Conventions Update

October 1989

DATE	ORGANIZATION
1-4	Canadian Society of Chemical Engineering
5-8	Ontario Moose Association
6-9	Hamilton Huskies Hockey Tournament
11-14	International Joint Commission on Great Lakes Water Quality
12-15	McMaster University - Economics Dept.
13-15	International Great Lakes Coalition
13-15	Canadian Football Hall of Fame Induction Weekend
16-18	Shaware
17-20	Community Services Order Association.
18-20	21st Canadian Foundrymen Conference
20-22	Bay City Revival Oldtimers Hockey
20-21	Niagara Anglican Synod
23-25	United Cooperatives of Ontario
24-28	Ontario Association of Education Administration Officials
25-28	Living World Ministry Fellowship

November

2-4	Hamilton Area Square Dancers
5-10	Ontario Universities
8-12	Ontario Library Association
9-11	Scottish Rite
10-12	C.U.P.E. Ontario Division
14-17	Education Computer Network Ontario Conference
14-17	Public Safety & Communication Officers
15-17	Ministry of Education
17-19	Racial Equality in the Workplace
19-22	Ontario Public Health Assoc.
23-27	Conference on Emergency Planning

January 1990

19-21	Ministry of Agriculture & Food
21-21	Ontario Fruit & Vegetable Growers Association
24-27	College of Ontario Veterinarians

Events Update

October 1989

- Early Oct. -Late Dec
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3-4
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6-9
8-9
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12-28
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20,21, 27, 29
Nov 3-4
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21-23
23-31
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27-28
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31-Nov. 1
- "Early Canadiana" Exhibit,**
Hamilton Public Library, 529-8111, Ext. 255
- Dukes of Hamilton** home games,
Copps Coliseum, 528-3000
- "The Night of the Iguana"**
Theatre Aquarius, 522-7529
- Hamilton Philharmonic Orchestra**
Seagram and Stelco Classics,
Hamilton Place, 526-8800
- "I'll Be Back Before Midnight"**
Players' Guild, 529-0284
- Rockton World's Fair,**
Rockton, #8 Hwy., 689-5652
- Harvest Home Fair,**
Dundurn Castle, 522-5313
- Stephane Grapelli,**
Hamilton Place, 522-7710
- Chamber Concert,**
Royal Botanical Gardens, 525-7168
- "Rough Idle"**
Theatre Terra Nova, 524-0797
- Ontario Rodeo Finals,**
Copps Coliseum, 527-7900
- Hamilton Tiger Cats vs. Winnipeg,**
Ivor Wynne Stadium, 527-1508
- All About Wool,**
Stoney Creek Battlefield House, 662-8458
- Chicago Bulls**
vs.
New Jersey Nets,
NBA Exhibition
Basketball,
Copps Coliseum, 528-3000
- "A Funny Thing Happened
on the Way to the Forum"**
Hamilton Theatre Inc, 522-3032
- Homecoming,**
McMaster University, 525-9140, Ext. 7010
- "I Due Foscari"**
Opera Hamilton, Hamilton Place, 525-7710
- Week of the Child,**
The Children's Museum, 549-9285
- Danny Grossman Dance Co.**
McMaster Professional Theatre Series,
525-9140, Ext. 4660
- Fourth Annual Canadian
Interior Landscape Conference,**
Royal Botanical Gardens, 527-1158, Ext. 151
- Women's World '89,** Hamilton Convention
Centre, 528-4100
- Sharon, Lois, and Bram,**
Hamilton Place, 525-7710
- Hamilton Tiger Cats vs Toronto,**
Ivor Wynne Stadium, 527-1508
- Up With People,**
Hamilton Place, 525-7710
- Halloween Activities,**
The Children's Museum, 549-9285
- Hamilton Philharmonic Orchestra -
Seagram and Stelco Classics**
Hamilton Place, 526-8800

November

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- Victorian Christmas Workshop,** Dundurn
Castle, 522-5313
- Hamilton International Auto Show,** Copps
Coliseum, 527-7900

- 2-19
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2-Dec 31
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23-Dec. 31
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- Women's Art Association,**
Art Gallery of Hamilton, 527-6610
- Edward Zelenac: Sculpture,**
Art Gallery of Hamilton, 527-6610
- Faculty of Dundas Valley School of Art
Exhibition**
Art Gallery of Hamilton, 527-6610
- Arts Dundas Weekend,**
Various locations, Dundas, 628-6357
- "The Diary of Anne Frank"**
Dundas Little Theatre, 627-1620
- Bach-Elgar Choir,**
Hamilton Place, 527-5995
- The Mum Show,**
Gage Park Greenhouses, 526-4627
- Parade By The Royal Canadian Legion,**
east-end Hamilton
- Bird Feeding Bonanza,**
Royal Botanical Gardens, 527-7962
- Guest Artists,**
Royal Botanical Gardens,
525-7168
- Dukes of Hamilton**
home games,
Copps Coliseum, 528-3000
- "Murder in the Cathedral"**
by T.S. Eliot,
Christ's Church Cathedral, 632-4699
- "84, Charing Cross Road"**
Players' Guild, 529-0284
- "The Empire Strikes Again"**
Hamilton Philharmonic Orchestra
Hamilton Place, 526-8800
- Harry Belafonte,**
Hamilton Place, 525-7710
- "Cecil and Cleopatra"**
Theatre Aquarius, 522-7565
- "Miss Reardon Drinks A Little"**
Village Theatre (Waterdown) Inc., 824-6520
- "Unidentified Human Remains
and the True Nature of Love"**
Theatre Terra Nova, 524-0797
- Royal Botanical Garden's Auxiliary
Christmas Sale and Show,**
Royal Botanical Gardens, 527-1158, ext. 152
- Canadian Conference on
Disaster Management**
Convention Centre, 526-2629
- Winter Festival of Friends Craft Show,**
Hamilton Convention Centre, 525-6644
- "Lest We Forget" Exhibition,**
London Regional Art Gallery, 627-4580
- Blackwatch,** Copps Coliseum, 528-3000
- "Centenary and Rhyme"**
McMaster Professional Theatre Series
525-9140, Ext. 4660
- 'A Christmas Fantasy' Festival of Trees,**
Hamilton Convention Centre, 522-3867
- Barber of Seville,**
Hamilton Place, 525-7710

December

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1-31
1-31
1-31
- Dundas Christmas Tree
Lighting Ceremony,**
Dundas Memorial Square, 522-1151
- 'A Christmas Fantasy' Festival of Trees,**
Hamilton Convention Centre, 522-3867
- Jamesville Christmas,**
James St. N., 521-1847
- Decorate and Celebrate
a Victorian Christmas,**
Dundurn Castle, 522-5313
- Decorate for an Edwardian Christmas,**
Whitcomb 522-5664

- 1-31
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3,7,10,17,
21,28
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5,6
7
10-Jan. 14
10-Jan. 16
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- Christmas Events,**
The Children's Museum, 549-9285
- "Barber of Seville",**
Opera Hamilton, Hamilton Place, 525-7710
- Dukes of Hamilton** home games,
Copps Coliseum, 528-3000
- Christmas Candlelight Tours,**
Stoney Creek Battlefield House, 662-8458
- Hamilton Philharmonic Orchestra -
Seagram and Stelco Classics,**
Hamilton Place, 526-8800
- Hamilton Concert Band's
Christmas Concert,**
Hamilton Public Library, Central Branch,
388-2989
- Joe Dileo: Drawings,**
Art Gallery of Hamilton,
527-6610
- Model Engineering Show,**
Hamilton Museum of
Steam and Technology,
549-5225
- Bach-Elgar Family Christmas,**
Hamilton Place, 525-7710
- "Son et Image"**
Hamilton Philharmonic Orchestra,
Hamilton Place, 526-8800
- Orchestral Concert with
John Laing Singers,**
Centenary United Church, 525-7168
- Orpheus Male Choir,**
Hamilton Place, 525-7710
- Canadian Brass,**
Hamilton Place, 525-7710



January 1990

- 4,6,7,
14,18,
21,23,25
9-10
10-Feb. 3
11,12
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19,20,
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25-Feb. 10
26,27
- Dukes of Hamilton** home games,
Copps Coliseum,
528-3000
- Hamilton Philharmonic Orchestra -
Seagram and Stelco Classics,**
Hamilton Place, 526-8800
- "Don Messer's Jubilee",**
Theatre Aquarius, 522-7565
- 1990 Indoor Games,**
Copps Coliseum, 528-3000
- "Talk With the Animals"**
Hamilton Philharmonic Orchestra
Hamilton Place, 526-8800
- "Morning's at Seven"**
Dundas Little Theatre, 627-1620
- "Spanish Serenade"**
Hamilton Philharmonic Orchestra
Hamilton Place, 526-8800
- "Billy Bishop Goes to War"**
Theatre Terra Nova, 524-0797
- "Ten Nights in a Barroom"**
Players' Guild, 529-0284

February

- 3
10
22-24
- "Gone the Burning Sun"**
McMaster Professional Theatre Series
525-9140, Ext. 4660
- "Jubilation!"**
McMaster Professional Theatre Series,
525-9140, Ext. 4660
- "La Ronde"**
Village Theatre of Waterdown
Waterdown Memorial Hall, 11
689-5673



An economic review of the Hamilton-Wentworth Region.

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Volunteers: Lady Hamilton Club

Design: Olynk, King and Dault Advertising

Printing: W. L. Griffin

Editor: Diana Cameron



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Tourism and Conventions

Volume II, Issue 4

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Fourth Quarter 1989



**GREATER
HAMILTON**

Take a Closer Look!

- Local Fundraiser - A Major Attraction
- Hamilton Winterfest 1990
- Bargains Galore in Factory Outlets
- Convention Centre's Chef Alan

Executives Convention Soars into Region in 1990

Picture this...You enter an airport boarding lounge. Within moments you're greeted by airline staff who encourage


you to check your luggage in and help yourself to a beverage and some hors d'oeuvres. Lively jazz music playing in



Soar With Hamilton and 1990 Crew: Left to right are Karen Dowhan, Hamilton Convention Centre, Nancy Yarmel, Economic Development Department, Theresa Syer, Sheraton Hamilton, Matt Costanza, Royal Connaught Hotel, Diane Morris, Holiday Inn, and Sal Farrauto, Hamilton Convention Centre.

the background is interrupted intermittently by announcements that "Flight 1990 will soon be boarding for Hamilton". It seems everywhere you turn you meet someone from Hamilton offering you their Hometown hospitality.

If this describes no boarding lounge you've ever been in, it may be because it really isn't! In fact, it's a suite in Winnipeg's Westin Hotel decorated to look like an airport boarding lounge. Five hundred delegates attending this year's **Canadian Society of Association Executives (C.S.A.E.) Annual Convention** in August were invited to a reception sponsored by Greater Hamilton to remind them that next year's C.S.A.E. Convention will be in Hamilton, August 12-15, 1990.

Regional Chairman Whynott, Don Ross, Chairman of the Economic Development Committee, and members of the Hamilton's Hospitality Industry and the Region's Economic Development Department were on hand to invite all delegates to "Soar into the '90's" by "Boarding Flight 1990 to Hamilton". 


Festival of Friends Christmas Show



Hamilton Convention Centre was transformed into a Winter Wonderland for the ninth annual **Festival of Friends Christmas Craft Show**.

New banners, giant wreaths and poinsettias added to the magic of the show.

Festival organizers, Creative Arts, offered this year's shoppers an expanded format of more than 100 of the best artisans in Canada. The finest hand-made clothing, jewelry, glass-wear, furniture, carvings, toys and native crafts were found under one roof. After making their Christmas purchases, shoppers then relax while listening to background music in the wine garden dining area.

Never to rest on their laurels, Creative Arts is already planning a grander 1990 show featuring a gourmet gallery and gift world. 

Tourism and Conventions Staff

Should you have any inquiries relating to tourism, conventions or special events call:

*Manager, Tourism and - Joe Fardell
Convention Services*

Tourism Officer - Mary McChesney

Tourism Co-ordinator - Janet Foster

*Convention Sales - Nancy Yarmel
Eileen Ferrie*

*Conventions - Dilna Khory
Co-ordinator*

Special Events Officer - Louise McMillan

Tourism Volunteers - Lady Hamilton Club

For Up-To-Date Event information call
THE EVENT LINE • (416) 522-7772

Local Fundraiser becomes Major Attraction

Over 25,000 Greater Hamilton residents visited the Hamilton Civic Hospitals "A Christmas Fantasy" recently at the Convention Centre, making the third annual community fundraiser an overwhelming success.

Festival goers enjoyed a spectacular presentation of the sights, sounds and smells of Christmas, amid 60 shimmering trees sponsored by local business and industry. For the first time, the event attracted a large number of group tours.

Youngsters were delighted with surprise treats from Santa's sack, the Gingerbread Village, Children's Workshop Christmas Crafts and cookie decorating.

Walt Disney's most famous mouse, Mickey, made the long trip from Florida's Disney World to be part of the Hamilton Civic Hospitals Foundation's special 1989 festival of trees.

Highlights included "A Christmas Office Party" hosted by CHML Radio, and "A Country Christmas" with live country entertainment and wreath making demonstrations sponsored by CHAM Radio.

Special appearances on CHCH TV's



Part of this year's dazzling display of Christmas trees at the 1989 "A Christmas Fantasy"

Family Day show were made by Big Bird, Bert and Ernie, the Care Bears, the Aliens and the Wizard of Oz.

Community Involvement

Organizers received enthusiastic community support for the event. More than 120 local businesses and designers sponsored and decorated trees, while fifty local school and church choirs provided entertainment. Local media supported the event in their own special way, plus over

200 community volunteers helped out.

If 1989 is any indication, Hamilton can look forward to an even bigger and more exciting "A Christmas Fantasy" in 1990.

Funds raised at "A Christmas Fantasy 89" will go to the Hamilton General Hospital's Regional Cardiovascular Program and renovations to the Henderson General Hospital Maternity Ward.

The Play's the Thing at the Ancaster Old Mill Dinner Theatre

The Ancaster Old Mill Inn is expanding its successful operations to include a new theatre/banquet centre. The banquet hall, seating 160 people, will be housed in the original grain mill adjacent to the restaurant.

Old Mill Inn's Freda Cureton is already booking Arts and Entertainment tours to begin April 4. Geared to motorcoach travelers and groups, the tours will include lunch, the play and a visit to Fieldcote Museum.

In keeping with the historic surroundings, the mill's cast of local

actors will present a play about 18th century Upper Canada. Traditional setting and period costumes will give diners the rare opportunity to experience the life and times of our forefathers.

Luncheon matinee for groups will be every Wednesday, with matinee performances on Tuesday and Thursday subject to demand. For the general public and groups, evening dinner theatre will be Tuesday through Thursday, commencing April 3. Dinner seatings will be at 6:30 to 7:00 p.m. with the play starting at 8:30 p.m.



Location of new Ancaster Old Mill Dinner Theatre

Hamilton Winterfest 1990

For 12 years, **Winterfest** has provided local families with fun and the 1990 winter carnival promises to be just as enjoyable.

Festivities will kick off on January 27 with an all-day free family skate at Copps Coliseum starting at 9 a.m. Entertainment will include an exhibition ringette game between the Dukes of Hamilton hockey team and the Hamilton Girls Ringette team starting at 11 a.m. and a first ever hockey challenge between CKOC and CHCH-TV.

The Official Weekend begins on February 8 at 6 p.m. with civic greetings, a hot ice sculpturing competition and fire truck pull. Local corporate mascots, including Winterfest's Chimo and Fire Department's Captain Squirt, will compete with the Miss Winterfest finalists in a race to the Winterfest finish line near Hamilton's Gore Park. The mascots will be pulling a real fire truck and the finalists a Fire Department bed. Crowning of Miss Winterfest will take place at the Convention Centre starting at 8:00 p.m., followed by a dinner and Valentine '50's and '60's dance..

Winterfest activities at Chedoke Winter Sports Park from February 9 - 11 will include a Western Hat night, live



Chimo (second right) and friends, shown at last year's Mascot Day, will show their stuff at this year's Winterfest fire truck pull.

entertainment, dog sled races, skiing, sleigh rides, mascot mania and much more. On February 11, the traditional Winterfest Family Day will be held at King's Forest Winter Sports Park. Everyone gets into the act with a family treasure hunt, pancake breakfast, live entertainment, children's festival, Mini-Miss / Mister Winterfest sleigh decorating contest, sleigh rides, Mascot Mania Challenge Cup (take your camera

along), bake sale, Community Council's Challenge Cup (obstacle course and races), snow golf and snow baseball tournaments.

Volunteers, organizations and corporate sponsors work very hard to provide the best winter fun for all at Winterfest! For information contact: The Hamilton Department of Culture and Recreation, Winterfest Hotline: 546-2750.

February is Mardi Gras Month in Greater Hamilton

Parades, dances, costume parties, skits and satirical songs await residents of Greater Hamilton during February, 1990. This is Mardi Gras month, the festive time before the start of Lent. Greater Hamilton will be hosting three Mardi Gras festivals: the **Western Canada, International and Hamilton-Wentworth Mardi Gras** festivals.

From February 2 to 4, the 18th Western Canada Mardi Gras Convention and the International Mardi Gras Festival will convene at the Hamilton Convention Centre. There will be approximately

1,500 delegates from across Canada, the United States and Europe participating in the fun and frivolity.

The Western Canada Mardi Gras, as the name suggests, has always held its celebrations in the west. For the first time the western clubs have agreed to hold their festival in the east and where else but in the Mardi Gras Capital of Canada – Greater Hamilton.

Following the Convention, local festivities



begin. On February 10, the German society kicks off Maskenball at the Hamilton Germania Club. A week later the Dutch Club hosts a Mardi Gras Dance. The Children's Mardi Gras, featuring a costume parade, will be staged at the Hamilton Holiday Inn on February 18. The Venetian Club sponsors the Italian Carnevale di Venezia on February 24. The season concludes with the Caribbean Mardi Gras Dance. The Hot Line for Mardi Gras information is 560-3211.

Bargains Galore in Factory Outlets

Who doesn't enjoy a good bargain? Everyone tries to save money. If you don't want to wait for a sale to come along, you might consider shopping in a local factory outlet. There are more than 250 manufacturers discount outlets in Ontario, specializing in food, clothing, fabrics, yarn, hats, sheets, toys, china, lamps, and giftware and offering discounts up to 60%.

Stock in these outlets usually consists of overruns, discontinued lines, mill ends, second quality items, and goods a company wants to sell quickly or cannot distribute through normal retail stores. Best buys are usually items made by the owner of the outlet store!

Greater Hamilton has several factory outlets worth checking for savings:

• ARROW FACTORY RETAIL OUTLET 41A Brockley Drive, Hamilton			work clothing
• BEAUTY INDUSTRIES MILL OUTLET 270 Sherman Ave., N., Hamilton			Upholstery, drapery, and dress fabrics
• CANNON KNITTING MILLS 134 Mary St., Hamilton			Cougar shoes and boots
• COLLINS SAFETY 2500 Barton St. E., Stoney Creek			Ladies' and men's dress and casual shoes
• CONSUMERS TEXTILE LTD 285 Ottawa St. N., Hamilton	545-2115		Towels and kitchen accessories
• FACTORY SHOE OUTLET 2255 Barton St. E., Hamilton	560-9737		Clothing, fabrics, yarn, gifts
• FLORSHEIM SHOES FACTORY OUTLET 41 Brockley Drive, Hamilton	578-2717		Paint, varnish and shellac
• GLENDALE MILL OUTLET 984 Barton St. E., Hamilton	549-3056		Basic and fashion fabrics
• LEN'S MILL STORES 41A Brockley Drive, Hamilton	560-5367		Paints and wood stains
• MASTER PAINTS 33 Princess St., Hamilton	529-2205		Ladies and children's sleepwear
• MONTREAL TEXTILES FABRIC MART 265-277 Ottawa St. N., Hamilton	549-5531		Clearance centre for larger women
• NIAGARA PAINT & CHEMICAL CO. LTD 2 Hillyard St., Hamilton	522-4604		Ladies sportswear
• NOCTURNE APPAREL LTD 41 Brockley Drive, Hamilton	578-7644		Mattresses, beds and bed accessories
• PENNINGTON'S WEARHOUSE 601 Upper Gage Ave., Hamilton	388-3244		Sports clothing, team and school uniforms
• ROBERT STONE FASHIONS 41 Brockley Drive, Hamilton	560-9223		Basic and formal fabrics.
• ROYAL MATTRESS MFG. CO. 255 Kenilworth Ave. N., Hamilton 1065 Upper James St., Hamilton	547-6410 388-4534		
• SPORTSWEAR FACTORY OUTLET - SUPER STAR CO 92 John St. N., Hamilton	529-4711		
• THE TEXTILE CENTRE 300 Ottawa St. N. Hamilton	549-4041		

New Charter Services From Hamilton Airport

Southbound Tours Inc., a new Florida-bound charter service owned by local businessman Ian Stout, got off the ground with its augural flight on December 3. Southbound offers four flights a week to St. Petersburg, Orlando and Fort Myers. Paying passengers and invited guests, including Hamilton Mayor Bob Morrow, members of the Regional Airport Committee, Southbound Tours' Board of Directors, and Roy Moore, President of Worldways Canada Ltd., Southbound's carrier, took part. A pre-boarding reception was held

at Hamilton Airport and another in St. Petersburg, Florida. This was attended by guests from the St. Petersburg/Tampa area including Jean Robinson, President of See Florida Inc., Robert E. Jones, President of J. P. Hotels, which also operates several Holiday Inns in the Clearwater area, and representatives of Pinella County Tourist Board.

Air Canada began flights to Fort Lauderdale on December 16 and **Canadian** will launch flights to Orlando, starting February 4.



Inaugural Flight - Sharing the limelight with Ian Stout, President of Southbound Tours (left), were (left to right) Robert E. Jones, J. P. Hotels, Remy Perry, writer for Canadian Travel Press, Roy Moore, Worldways Canada Ltd. and Jean Robinson, See Florida Inc.

Feeding 1500 is a Piece of Cake for Chef Alan



Convention Centre Chef Alan Jinn (left) and Sous Chef Fritz Zwahlen stand beside a wedding reception buffet they prepared.

How do you feed 1,500 people at the same time? It's simple says **Chef Alan Jinn** of the **Hamilton Convention Centre**. It just takes excellent organization, staff scheduling and service, purchasing, preparation, and decoration. All in a day's work!

A chef's job requires excellent marshalling skills. Notified a week to 10 days in advance of a function, Chef Jinn

sets to work -- the menu is planned, stocks checked, and fresh meat, poultry, vegetables and fruit ordered. Extra working hours and preparation are needed when successive meals have to be made for conventions staying a few days, says Chef Jinn.

The key to the Convention Centre's culinary success he points out is "quality and freshness". Nothing is ever prepared

and frozen in advance. Cooking from scratch is the order of the day.

After 8-1/2 years with the Convention Centre, Chef Jinn has the pattern down pat. He came to the Convention Centre as Sous Chef to Chef Michael Ois, and promoted to Executive Chef two years later when Chef Ois went to Ottawa. Chef Jinn's first position in Hamilton was Assistant Dining Room Chef and then Chef Saucier at the Royal Connaught Hotel. He learned his culinary trade in Manchester, England, where he studied and apprenticed with French chef Gilbert Lefevre. A good chef can find work in any part of the world and that brought him to Hamilton. Now he supervises a staff of one Sous Chef, two cooks, three part-time assistant cooks, two kitchen helpers and 15 stewarding staff.

Chef Jinn's forte is cold buffets. It brings out his true artistic and creative side, he says. And he loves experimenting with ethnic foods -- his favourites are Italian and East Indian. Recently, Chef Jinn has encouraged health-conscious meal plans,



New Tourism and Conventions Manager



Joe Fardell

Joe Fardell has been appointed Manager of Visitor and Convention Services.

Mr. Fardell, who has 10 years combined experience in tourism and administration with the Region, comes to the Economic Development Department from the position of General Manager of the Regionally-owned Canada Coach Lines/Fun Trek Tours. His main challenge will be to continue the tremendous growth the department has achieved in the last several years, utilizing his vast experience in tourism and the hospitality industry.



Caruso's Art Gallery

An Exhibition of the works of Milan artist Antonio Caruso was opened recently at Caruso's Art Gallery. New to Hamilton, the gallery, located in the Rockland Plaza at the corner of Rockland and Rymal Road, joins an impressive list of more than 40 galleries already in the Greater Hamilton area. Hamilton Mayor Bob Morrow, welcomed Mr. Caruso, who presented the mayor with a mural depicting past and present social and cultural highlights of the city. The gallery's Grand Opening in August was attended by Regional Chairman Reg Whynott. Open Monday to Thursday, 4 p.m. to 9 p.m. Friday, noon to 9 p.m. Saturday, 9 a.m. to 5 p.m.



"The Jester" by Antonio Caruso at the Caruso's Art Gallery.



Conventions Update

January 1990

- 12-16 Ingersoll Rand Professional Tools
- 19-21 Ministry of Agriculture & Food
- 20-23 Norex
- 21-24 Ontario Fruit & Vegetable Growers Assoc.
- 24-27 Society of Ontario Veterinarians

February

- 2-3 Optimist Club
- 2-4 Mardi Gras Festival
- 16-17 Master Bowlers
- 19-20 Attractions Ontario Spring Marketplace
- 19-24 Ontario Federation of Anglers

March

- 2-3 McMaster University & the Industrial Relations Research Association
- 6-8 Union Gas
- 23-25 B'NAI Brith International Bowling Tournament
- 23-25 Faith Alive Conference United Church of Canada
- 24-25 3rd Canadian Orchid Congress
- 28-Apr. 1 Credit Union Central of Ontario
- 31-Apr. 2 Japanese Flower Arrangement Society Ikenobo Symposium

Events Update

January 1990

- 1-Feb. 20 Fun with Numbers, The Children's Museum, 549-9285
- 4 O.H.L. Hockey - Dukes vs North Bay Centennials, Copps Coliseum, 528-3000
- 6 O.H.L. Hockey - Dukes vs Sudbury Wolves, Copps Coliseum, 528-3000
- 7 O.H.L. Hockey - Dukes vs Ottawa's 67, Copps Coliseum, 528-3000
- 9-10 Seagram and Stelco Classics, Hamilton Philharmonic Orchestra, Hamilton Place, 526-8800
- 10-Feb 3 "Don Messer's Jubilee" Theatre Aquarius, 522-7865
- 4 O.H.L. Hockey - Dukes vs Belleville Bulls, Copps Coliseum, 528-3000
- 18 O.H.L. Hockey - Dukes vs Kingston Frontenacs, Copps Coliseum, 528-3000



- 21 O.H.L. Hockey - Dukes vs Peterborough Petes, Copps Coliseum, 528-3000
- 23 O.H.L. Hockey - Dukes vs Oshawa Generals, Copps Coliseum, 528-3000
- 24 Marketing for Success Seminar, Hamilton Public Library, Downtown, 577-6606
- 25 O.H.L. Hockey - Dukes vs Niagara Falls Thunder, Copps Coliseum, 528-3000
- 27 Winterfest Public Skate, Copps Coliseum, 528-3000
- 31 Starting a Small Business Seminar, Hamilton Public Library, Downtown, 577-6606

February

- 1 O.H.L. Hockey - Dukes vs Kingston, Copps Coliseum, 528-3000
- 1 & 3 The Best of Popera - Opera Hamilton, Hamilton Place, 527-0089
- 2-4 Mardi Gras Festival, Hamilton Convention Centre, 523-5883
- 3 "Gone the Burning Sun", McMaster Professional Theatre Series, McMaster University, 525-9140, Ext. 4660
- 3 6th Almost Annual Bed Race/Hot Ice, Royal Connaught Hotel, 523-1646
- 4-Mar. 4 George Wood Paintings and Sculpture, McMaster University Art Gallery, 525-9140, Ext. 3081
- 8 Miss Winterfest Pageant, Hamilton Convention Centre, 523-5883
- 8-11 Hamilton Sportsmen's Show Copps Coliseum, 528-3000
- 8-11 Winterfest, various locations, 546-4663
- 10 "Jubilation!", McMaster Professional Theatre Series, 525-9140, Ext. 4660
- 11 Hamilton Concert Band, Hamilton Public Library 388-2989
- 13 & 14 Hamilton Philharmonic Orchestra, Hamilton Place 526-8800
- 15-18 1990 Boat Show, Hamilton Convention Centre, 523-5883
- 17 & 18 Dofasco Family Pops - Hamilton Philharmonic Orchestra, Hamilton Place, 526-6555
- 18 O.H.L. Hockey - Dukes vs Peterborough Petes, Copps Coliseum, 528-3000
- 20 & 21 Hamilton Philharmonic Orchestra, Royal Botanical Gardens Auditorium, 526-8800
- 22-24, Mar. 1-3 "La Ronde", Village Theatre (Waterdown), Inc., Memorial Hall, Hwy. 5, Waterdown, 689-6380
- 22-25 1990 Hamilton Travelcamps Show, Copps Coliseum, 528-3000
- 25 Hamilton Philharmonic Orchestra, Hamilton Place, 526-8800
- 28 Starting a Small Business Seminar, Hamilton Public Library, Downtown, 577-6606
- 28-Mar 24 "The Road to Mecca", by Athol Fugard, Theatre Aquarius, Hamilton Place, 522-7529



March

- O.H.L. Hockey - Dukes vs Cornwall Copps Coliseum, 528-3000
- 1 Hamilton Home Show, Hamilton Convention Centre, 523-5883
- 5 O.H.L. Hockey - Dukes vs Ottawa 67's Copps Coliseum, 528-3000
- 1 O.H.L. Hockey - Dukes vs Cornwall Copps Coliseum, 528-3000
- 8 Mozart Chamber Orchestra, Royal Botanical Gardens, 525-7168
- 8-24 "Unexpected Moves", Theatre Terra Nova, Dundurn Theatre Centre, 524-0797
- 10-11 Dofasco Family Pops - Hamilton Philharmonic Orchestra, Hamilton Place, 526-6555
- 11 O.H.L. Hockey - Dukes vs Peterborough Petes Copps Coliseum, 528-3000
- 11-Apr 10 "OS" an installation by Rae Anderson, McMaster University Art Gallery, McMaster University, 525-9140, Ext. 3081
- 13-18 Walt Disney's Magic Kingdom on Ice, Copps Coliseum, 528-3000
- 14 Marketing for Success Seminar, Hamilton Public Library, Downtown, 577-6606
- 15-18 A & P Food Fair, Consumer Show, Hamilton Convention Centre, 523-5883
- 20 & 21 Hamilton Philharmonic Orchestra, Hamilton Place, 526-8800
- 23-24, 29-31 "Pack of Lies", Player's Guild, 529-0284
- 24 "Not Available in Stores", McMaster Professional Theatre Series, 525-9140, Ext. 4660
- 28 Starting a Small Business Seminar, Hamilton Public Library, Downtown, 577-6606

Walt Disney World

April

- 1 Hamilton Philharmonic Orchestra, Hamilton Place, 526-8800
- 5 & 7 Mozart's "The Marriage of Figaro", Opera Hamilton, Hamilton Place, 527-0089
- 10 & 11 Hamilton Philharmonic Orchestra, Hamilton Place, 526-8800
- 12-28 "Peggy's Song", Theatre Terra Nova, Dundurn Theatre Centre, 524-0797
- 13 African Lion Safari, Opening of the Safari's 21st Year, Cambridge, (519) 623-2620
- 15-May 13 "Annual Student Exhibition", McMaster University Art Gallery, 525-9140, Ext. 114
- 18-May 12 "Broadway Bound" by Neil Simon, Theatre Aquarius, Hamilton Place, 522-7529
- 20, 21, 27-29, May 4 & 5 "42nd Street", Hamilton Theatre Inc., Sir John A MacDonald Theatre, York & Bay Sts 522-3032
- 21 & 22 Dofasco Family Pops - Hamilton Philharmonic Orchestra, Hamilton Place, 526-6555
- 24 & 25 Hamilton Philharmonic Orchestra, Royal Botanical Gardens Auditorium, 526-8800
- 28 Starting a Small Business Seminar, Hamilton Public Library, Downtown, 577-6606
- 26 Mozart Chamber Orchestra, Royal Botanical Gardens, 525-7168
- 29 Hamilton Concert Band, Hamilton Public Library, 388-2989



An economic review of the Hamilton-Wentworth Region

Address: Economic Development Department

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Volunteers: Lady Hamilton Club

Design: Olynek, King and Duda Advertising Ltd.

Film: Immase Colour Separations

Printing: W. L. Griffin

Editor: Diana Cameron

CA30NHW Q78
T51
URBAN/MUNICIPAL

1990

Skyline

Tourism and Conventions

Volume 12, Issue 1

Economic Development Department
Regional Municipality of Hamilton-Wentworth

First Quarter 1990



Rose Show, June 23-24, Royal Botanical Gardens.

**THE RIGHT PLACE.
THE RIGHT TIME.**

**GREATER
HAMILTON**

- National Tour Awareness Week
- Hamilton Air Show is Top 100 Event
- Dinosaurs Come Alive at the Children's Museum
- Event Planners Know Their Way About town

National Tourism Awareness Week Recognizes Important Local Industry

Tourism Awareness Week, May 14 - 21, 1990, is more than being nice to tourists.

Events are staged locally and across Canada to heighten awareness among citizens of the importance of tourism on the local economy. Nationally, tourism is valued at \$20 billion, making it the country's second largest import industry and the fastest growing generator of new employment. In Greater Hamilton, more than 32,000 people are employed either directly or indirectly in tourism and its monetary impact is approximately \$150 million.

Greater Hamilton Visitor and Convention Services and its local tourism partners, have planned several events to focus attention on this essential industry.

On May 12, activities will kickoff with such events as tray races, a photo contest, and a high school exhibition contest in Gore Park.

The annual Tourism Employee Reception for front-line staff employed in the hospitality industry, will be held on May 14. This reception is hosted to thank employees for their efforts throughout the year. Tables will be turned on employees by senior tourism staff

who will act as waiters etc. This year's reception will be held at the Sheraton Hamilton.

A "Stay in Hamilton-Wentworth" Tourism Marketplace will be featured on May 17 at the Royal Botanical Gardens headquarters. Everyone is welcome to drop in to view a display from local attractions, restaurants and hotels between 2:00 and 9:30 p.m. See why Greater Hamilton is a great destination for visitors! Admission free. Door prizes.

A Mystery Bus Tour will operate on May 17. The tour will include a stop at the Tourism Marketplace. Register for the mystery bus tour by calling 546-2666.

Many of the major attractions in the Region will celebrate National Tourism Awareness Week by hosting Open Houses on the weekend of May 19 and 20. Phone the Visitor and Convention Services Office at 546-4222 for a list of participating attractions. Remember to smile and be hospitable to visitors this week and all year round.



Attractions Ontario held their annual marketplace at the Hamilton Convention Centre in February. Over 900 travel trade representatives from many Canadian and American destinations attended to view the 128 Ontario, including Greater Hamilton attractions. Tour operators and Canadian consulate officials from as far away as California spent the day touring the Region.

A Rose By Any Other Name Is Still A Rose

Stunning, colorful and perfumed roses from the Annual Rose Show will be on display at the Hamilton Convention Centre.

To better understand the exhibition, visitors may obtain a show schedule at the entrance. Rose society members will be available to discuss the exhibits and give tips. Highlight of June 24, 1990, is the auction of roses. Tickets are \$2, children free.

in the
florida
Roses, as

the many
a garden roses
the Centennial Rose
Garden, just north of the RBG Centre.

Tourism and Conventions Staff

Should you have any inquiries relating to tourism, conventions or special events call:

Manager, Tourism and Conventions Services - Joe Fardell

Tourism Officer - Mary McChesney

Tourism Co-ordinator - Janet Foster

Convention Sales - Nancy Yarmel
Eileen Ferrie

Conventions Co-ordinator - Dilna Khory

Special Events Officer - Louise McMillan

Tourism Volunteers - Lady Hamilton Club

For Up-To-Date Event information call
THE EVENT LINE • (416) 522-7772

Hamilton Air Show is A Top 100 Event

The World Class Big V Drug Stores **Hamilton International Air Show** has been honoured by the American Bus Association as one of the top 100 events in North America in 1990.

The prestigious award will increase publicity for the air show and Greater Hamilton, says air show General Manager Al Lutchin.

The 1990 event is organized with a different theme for each day of the show, says Mr. Lutchin. "Saturday, June 16, will feature a Battle of Britain 50th anniversary theme, and June 17 will feature a Father's Day salute by the United States Air Force Thunderbirds." This will be the only major Canadian appearance by the famed jet team this year. A wing walking act will perform. Modern and vintage aircraft will also be on display during the show.

New for 1990 is the air show pavilion, an exclusive area where businesses can purchase Corporate Tents to entertain clients and staff in a unique setting. The President's Club, located in the same area, will offer the public a chance to purchase seating at umbrella tables with food and beverage services. Preferred parking is provided for both areas.

Photographers will have the opportunity to purchase the new "photo



The U.S. Air Force Thunderbirds flying their F-16s in formation over the Kennedy Space Centre. The Thunderbirds will perform at the Hamilton International Air Show for the first time in the show's 16 year history on Father's Day

gold pass" which allows special access privileges to participating aircraft on the arrival day, June 15, and during the weekend.

"We are leading the way in the air show advance ticket market," says Mr. Lutchin. "People like the convenience of buying tickets in advance and it also allows quicker access to the air show."

Advance discount tickets are available

from Big V Drug Stores after May 1 or from Ticketron outlets in Canada and the U.S.

Parking will be increased this year with the use of satellite parking lots along with complementary shuttle buses.

For more information call 416-528-4425 or write to: Hamilton International Air show, 92 King Street East, Suite 953, Hamilton, Ontario, L8N 3N9.

Canada Coach Group Sales Winners

Canada Coach Lines has a winning team in Alistair Hamilton, Group Sales Rep (left), and Ken Foster, Manager (right). They were on hand at the Blue Jay Caravan at the Hamilton Holiday Inn to accept the "Home Run Award", given to the bus line that had the most groups sales in a year. Blue Jay Group Sales Rep Dave Cox presented Mr. Foster with a Blue Jay jacket.



Dinosaurs Come Alive at the Children's Museum!



Kids and dinosaurs have fun together at the Hamilton Children's Museum

Step back in time to the age of the dinosaurs! Children aged two to eight years are invited to do just that during the current "Dinosaur" exhibit at the **Children's Museum** located in Gage Park, Hamilton. The Show, which opened March 10 and runs to June 29, 1990, explores the fascinating world of those

popular ancient reptiles.

From more than 30 exciting activity centres, youngsters can become amateur archaeologists digging for fossils in a pre-historic cave. They can put on their own dinosaur puppet show and watch it live on T.V., or try on a dinosaur costume and image themselves a Tyrannosaurus Rex!

Toddlers will enjoy the dinosaur slide, "rocking dinosaur", "volcano" costume room and the highlight of the show—a whirring, flashing "time machine" which transports little visitors back through the ages!

The studios may sit down to a computer game, immerse themselves in a book at the volcano reading centre, or try one of the many games and puzzles.

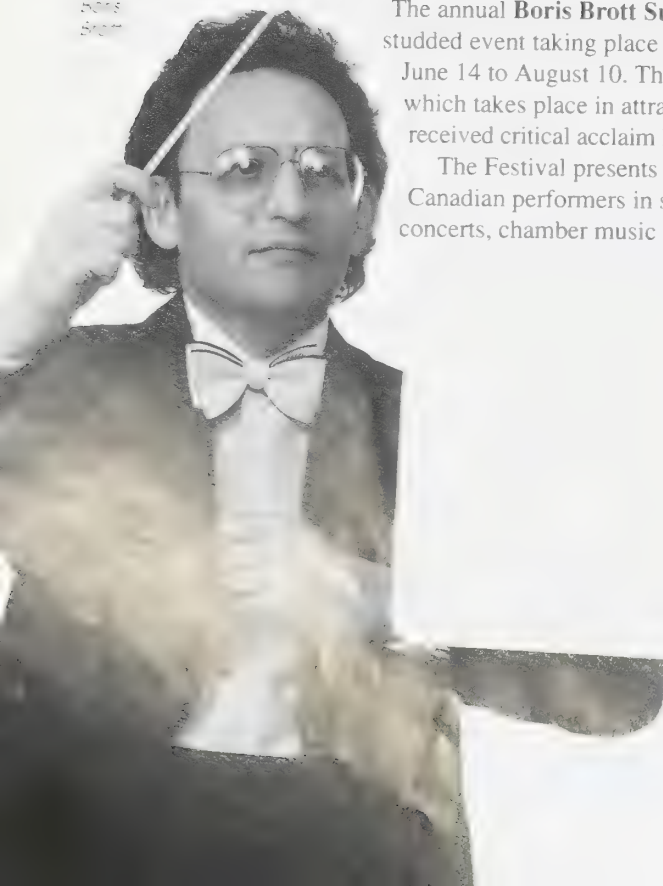
But one need not stop at one visit to the museum. Exhibit themes change three times a year. Each one is adapted to different age levels and each offering creative, interactive and "hands-on" learning experiences. The next exhibit, "The Universe", will run from July 24 to October 14, 1990.

The Museum is open Tuesday to Saturday, 10 a.m. to 4 p.m., and Sundays, 1 p.m. to 4 p.m. Admission is \$1.75 for children with adults free. For group books and information call 549-9285.



Boris Brott Music Festival A Stellar Event

Boris Brott



The annual **Boris Brott Summer Music Festival** is a star studded event taking place throughout Greater Hamilton from June 14 to August 10. This celebration of the joy of music, which takes place in attractive in and out doors venues, has received critical acclaim locally and nationally.

The Festival presents international and celebrated Canadian performers in symphony, jazz, pop and children's concerts, chamber music recitals, and an exhibition in

association with the Art Gallery of Hamilton. Many of the events combine visual and sound elements and feature different kinds of foods and beverages. Tickets for the Festival disappear quickly and many of the events are free. For further information call 416-525-SONG, or write to P.O. Box 86, Hamilton, Ont, L8N 3A2.



When a large contingent from Mardi Gras invaded Hamilton Council chambers, what else could Mayor Boris Brott do, but turn over the key to the city to Mister Brott, the Western Canada, International Mardi Gras festivals of fun and highjinks at

Titanic Explorer Beams Up Hamilton and Scourge

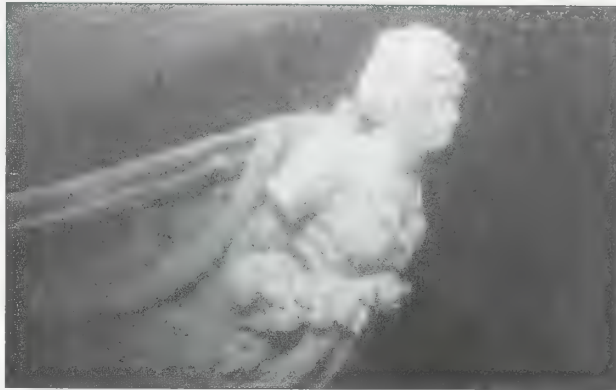
In April/May 1990, photogrammetry of **Hamilton and Scourge** will be beamed off a satellite to North America science museums, including the Ontario Science Centre, the Royal British Columbia Museum, and museums in Rochester and Detroit.

The Hamilton-Scourge Project Feasibility Study is the subject of the Jason Foundation for Education's 1990 program. Goal of the Foundation is motivation of students to prepare for careers in science. Approximately a quarter of a million children will enjoy "robotic telepresence" in Hamilton and Scourge during the broadcast period.

War of 1812 armed merchant schooners, the **Hamilton** and **Scourge** lie 90 metres deep in Lake Ontario, 10 kilometres off Port Dalhousie, Ontario. Intact and perfectly preserved, they are world-class archaeological treasures.

Discovered in 1973, the City of Hamilton took title to the vessels in 1980 and plan to house them in a world-class museum.

In October 1986, Dr. Robert Ballard of Woods Hole Oceanographic Institution made an informal proposal to work on **Hamilton and Scourge**. Dr. Ballard is known for his discoveries of the *Titanic*



Figurehead "Diana" of the **Hamilton**



Dr. Robert Ballard - Discoverer of the *Titanic* and *Bismark*

and *Bismark*, but his international-level scientific achievements are in deep-ocean geological research using state-of-the-art underwater recording systems including precise positioning and scaling systems; also, he has a profound interest in scientific education.

Dr. Ballard's offer was tabled until after the Project's Feasibility Study Plan was approved in November, 1988. In January 1989, Steering Committee chairman Dr. J.H.T. Wade, P.Eng., requested that Dr. Ballard reformulate his offer in relations to the new plan. Dr. Ballard's proposal to complete the primary phases of the Study in relation to

his 1990 Jason Foundation for Education program was accepted by Hamilton Council in May, 1989 and later by the Feasibility Study Steering Committee.

There will be a "downlink" at the Canadian Football Hall of Fame and Museum, next to Hamilton City Hall, during the broadcast period (April 30 to May 13). In addition, each school operating under the three Hamilton boards will receive a Hamilton-Scourge Project/Jason Foundation for Education curriculum, and a Jason tape. The goal of the Hamilton-Scourge Project Education Committee is to ensure 100 percent participation by local children.



Power and Glory- *Junior Hockey Stars to Shine in Memorial Cup*

Junior hockey has a glorious history in this Region, a tradition that includes such teams as the Tigers Cubs, Red Wings, Fincups, Steelhawks and now the Dukes.

Local businessmen headed by realtor Mario Cupido and lawyer Jack Pelech purchased the Toronto Marlboros franchise last year and hired Dave Draper as General Manager.

One of Draper's first projects was to bring the **1990 Memorial Cup** to Hamilton. A committee prepared a bid for the OHL Board of Governors meeting in August, 1989. Mayor Robert Morrow

(continued on next page)



Memorial Cup

Event Planners Know Their Way About Town

About Town, Event & Meeting Planners, is a newly formed company, serving Greater Hamilton. The company functions as a private consulting service to businesses, associations or groups who require assistance in organizing meeting and event functions as well as conference/convention planning.

Partners Joan Balinson and Ollie Thomson have extensive backgrounds in the fields of Conference Management, Corporate Meetings and Event Planning. Both partners strive for excellence in every aspect of the planning process that eventually culminates in a successful event or meeting. About Town-Event & Meeting Planners philosophy of service can be summed up by four key words: Creativity, Originality, Flexibility, and Enthusiasm.

Both Joan and Ollie believe that a meeting planner is "a person who takes a

project, defines it, gives it structure and make it work". With professional planning of an event "the best surprise is no surprise."

If you are looking for assistance in planning an event or meeting for two or 2,000 persons consider enlisting the services of About Town-Event & Meeting Planners (416) 529- 6956.



Joan Balinson



Ollie Thomson

Power and Glory

(continued from previous page)

and Mr. Pelech presented the bid package with a video that highlighted the benefits of bringing the national junior hockey championship to Hamilton. This city was selected over five other cities.

Local event organizers and the community are gearing up to host the most successful Memorial Cup, one of Canada's most treasured sports awards since 1919. Top clubs from the Western, Quebec major Junior and Ontario Hockey Leagues compete with the OHL finalist in a round-robin series. The top two teams then meet in a sudden-death game for the Cup.

This year's championship will be contested in the 17,500-seat Copps Coliseum, host of the World Junior

Championship and Canada Cup. The series begins May 5 when representatives of the WHL and OHL meet at Copps Coliseum. Special events have been organized to bring a festival atmosphere. On May 4, a banquet will be held at the Hamilton Convention Centre and on May 7, the Canadian Hockey League National Awards will be presented at Hamilton Place Theatre.

Memorial Cup ticket package guarantees best seat selection. Packages cost from \$16.20 for a three-game Bronze package to \$72 for an eight-game Gold Package. Call 645-3266 or visit the Copps Coliseum box office to secure your seats.

Conventions Update

April 1990

14-16	Ontario Volleyball Association
15-20	McMaster University Dept. of Mathematics Science & Engineering Conference
18	Industrial Education Council Symposium
18-19	Ontario Industrial Development Council
17-22	Wesley Urban Ministries (Urban Core Support Group)
19-22	Community of the Worker Sisters of the Holy Spirit Int'l Retreat
20-22	Hamilton Spectator
20-22	Alzheimer Society of Canada
23-24	Early Childhood Resource Teachers of Ontario
26-27	Business Opportunities in the Environment
26-29	Sweet Adelines Region 16
28	Girl Guide Rangers of Canada
29-May 2	Ontario BIA Association

May

2-4	Showcase '90 - Partners in Tech. Education
2-4	Ontario Tech. Co-ordinators Council
3-5	Design & Technology Teachers of Ontario
3-5	Hamilton Dist. Autobody Repair Assoc. (H.A.R.A.)
3-5	Ontario Police Basketball Championships
3-6	Ontario Choral Association
3-8	National Council of Women of Canada
5-6	McMaster Engineering Experience
5-9	Ontario Automobile Dealer Assoc.
7-8	Fellowship Baptist Churches of Ontario & Quebec Convention
9-13	National Council of Teachers of Mathematics
10-12	Scottish Rite
10-13	Square Dance Convention
13-17	Corporate Higher Education Forum
13-18	Blast Furnace Ironmaking Course
13-19	Canadian Civil Engineers Society
18-19	Lithuanian Singers & Folk Dancers
18-19	Ontario 5-pin Bowlers
18-21	Ontario Special Olympics - Soccer Tournament
23-27	Beef Improvement Federation
24-25	Ontario Association of Credit Counselling Services
24-26	Financial Executives Institute
25-26	Catholic Women's League
25-27	Serbian Orthodox Community Assoc.
27-29	Alternate Dispute Resolution
28-June 1	Canadian Centre for Inland Waters
28-June 2	Ontario 5-pin Bowlers
29-June 1	North American Dobis Libis Users Group (N.A.D.L.G.)

June

1-3	Big Sisters Assoc. of Ontario
1-3	Canadian Construction Assoc.
2-4	Appraisal Institute of Canada
2-4	Canadian Daily Newspapers Publishers of Canada "Newspapers in Education"
3-6	Ontario Municipal Social Services Association
6-9	Purchasing Management Assoc. of Canada
7-9	Ministry of Labour
10-13	Hamilton Head Injury Conference
10-13	Meals On Wheels Joint Conference
10-16	Insurance Accounting Course
10-17	Summer Institute of Gerontology Case Management
11-15	Joint Int'l Iron & Steel Industry (IISI) and American Iron & Steel Industry Council

(continued on inside back cover)

Events Update

April 1990

- 1 - 20 **Golden Horseshow Live Steam Show.**
A display of working engine models.
Hamilton Museum of Steam and Technology,
549-5225.
- 1 - May 27 **Spring Harness Racing,**
Flamboro Downs, 627-3561.
- 1 - June 29 **Dinosaurs Exhibit,**
Children's Museum, 549-9285.
- 1 **The Hamilton Spectator Sundae
Symphonies, "10 Carrot Diamond"** -
Charlotte Diamond, Children's Entertainer,
Hamilton Place, 526-8800
- 1 **Ikenobo Ikebana Japanese Flower Show,**
Royal Botanical Gardens, 527-1158, Ext. 137.
- Mid-April
- May **Tulip Festival,**
Royal Botanical Garden's, 527-1158, Ext. 137
- 1 - May 20 **The Great Train Show,**
Museum of Steam and Technology, 549-5225.
- 2 - 4 **Free Lunch Hour Theatre, Icarus's Mother**
by Sam Shepard,
McMaster University, 525-9140.
- 5 & 7 **Opera Hamilton,**
Mozart's The Marriage of Figaro,
Hamilton Place, 527-0089.
- 6 - May 1 **The Carnegie Gallery,**
Young Contemporaries Group Exhibition,
Dundas, 627-4265.
- 7 & 8 **Rockton Lawn and Garden Show,**
Rockton Fairgrounds, Dundas 647-2502.
- 10 & 11 **Hamilton Philharmonic Orchestra,**
Seagram and Stelco Classics,
Hamilton Place, 526-8800.
- 13 **African Lion Safari,**
Annual Grand Opening,
(519) 623-2620
- 15 **Annual Easter
Egg Hunt,**
Whitehern Museum, 522-5664.
- 15 - May 13 **McMaster University Art Gallery,**
"Annual Student Exhibition",
525-9140.
- 18 - May 12 **Theatre Aquarius,**
Neil Simon's "Broadway Bound",
Hamilton Place, 522-7815.
- 20, 21, 27-29,
May 4 & 5 **Hamilton Theatre Inc.,**
"42nd Street",
522-3032.
- 21 - 22 **Hamilton Philharmonic Orchestra,**
"American Salute",
Hamilton Place, 526-6555.
- 21 - 28 **Theatre Terra Nova, "Peggy's Song",**
524-0797.
- 24 & 25 **Hamilton Philharmonic Orchestra,**
"Dancing Through The Night",
Royal Botanical Gardens Auditorium,
526-8800.
- 26 **Mozart Chamber Orchestra,**
Royal Botanical Gardens, 525-7168
- 27 **Te Deum Concert,**
"The Glory of France",
Christ Church Cathedral, 628-4533.
- 28 **The John Laing Singers,**
Centenary United Church, 525-0619.
- 29 **Hamilton Concert Band,**
Hamilton Public Library, 388-2989.
- 29 **Hamilton Naturefest,**
The Royal Botanical Gardens, 527-1158
- 29 **Hamilton Philharmonic Orchestra,**
"Brunch with Bach",
Hamilton Golf & Country Club, 526-8800.



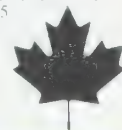
May

- 1 - May 27 **Spring Harness Racing,**
Flamboro Downs, 627-3561.
- 1 - June 29 **Dinosaurs Exhibit,**
Children's Museum, 549-9285.
- 4 - 29 **The Carnegie Gallery, Michael Dobson,**
Dundas, 627-4265.
- 5 - 13 **Memorial Cup -**
Canadian Hockey League Championships,
Copps Coliseum, 577-9050.
- 6 **Bach-Elgar Choir,**
Hamilton Place, 527-5995.
- 8 & 9 **Hamilton Philharmonic Orchestra,**
Seagram and Stelco Classics,
Hamilton Place, 526-8800.
- 13 **African Lion Safari,**
Celebrating Mother's Day,
(519) 623-2620.
- 13 **Mother's Day Tea,**
Whitehern Museum, 522-5664.
- 15 & 16 **Hamilton Philharmonic Orchestra,**
"Tales From The Vienna Woods",
Royal Botanical Gardens Auditorium,
526-8800.
- 18, 19, 24,
25, 26 **Player's Guild,**
"The Second Time Around", 529-0284.
- 19 & 20 **International Museums Day/
Hospitality Day,**
Whitehern Museum, 522-5664.
- 20 - 30 **Lilac Festival,**
Royal Botanical Gardens Arboretum,
527-1158.
- 20 - Aug. 24 **McMaster University Art Gallery,**
Selections, 525-9140.
- 21 **Victoria Day,**
Dundurn Castle, 522-5313.
- 24 - June 9 **Theatre Terra Nova, "The Kingpin",**
524-0797.
- 25 - 27 **Dundas Forest Fest.,**
Victoria Day Celebrations,
Driving Park, Dundas, 628-6327, Ext. 271.
- 25, 26, 31 **Dundas Little Theatre, "Tartuffe",**
627-1620.
- June 1, 2,
26 & 27 **Hamilton Philharmonic Orchestra,**
"Night at the Proms", 526-6555.
- 27 **Lilac Concert,**
Royal Botanical Gardens, 527-1158, Ext. 137.
- 29 - Sept. 1 **Ontario Sires Stakes,**
Flamboro Downs, 627-3561.
- 31 **Mozart Chamber Orchestra,**
Royal Botanical Gardens, 525-7168.

June

- 1 - 29 **Dinosaurs Exhibit,**
Children's Museum, 549-9285.
- 1 - Sept. 1 **Ontario Sires Stakes,**
Flamboro Downs, 627-3561.
- Early June **Iris Festival,**
Royal Botanical Gardens, 527-1158.
- Mid-June to
Mid-October **Rose Festival,**
Royal Botanical Gardens, 527-1158.
- 1 - 3 **Village Theatre,**
"The Lion, The Witch & The Wardrobe",
689-6380.
- 8 - 10 **The Carnegie Gallery,**
John Davies "Flowers and Bees",
Dundas, 627-4265.
- 1 - 26 **The Carnegie Gallery,**
John Davies "Flowers and Bees",
Dundas, 627-4265.
- 2 & 3 **Re-Enactment of the Battle of Stoney Creek,**
Battlefield Park, Stoney Creek, 643-1261
- 3 **Dundas Kite Festival,**
Dundas Valley Conservation Area, 525-2181.
- 5 & 6 **Season Finale -**
Hamilton Philharmonic Orchestra
Hamilton Place, 526-8800.
- 5 & 6 **Heritage Craft Days, Demonstration and sale,**
Erland Lee Museum, Stoney Creek, 662-6291.

- 8 - 10 **Racalmutese Maria S.S. Del Monte Festival,**
Canadian National Railway Station, 527-2826
- 8 - 10 **Canada Flag Week**
Battlefield Park, Stoney Creek, 522-4941
- 9 - 11 **Ancaster Heritage Days,**
Ancaster, 648-5193 or 648-4401
- 10 **Canadian Iris Society - Iris Show**
Royal Botanical Gardens, 527-1158
- 12 - 14 **Senior's Carousel Garden Tea,**
Whitehern Museum, 522-5664
- June 14 to
Aug. 10 **Daily Events**
Boris Brott Summer Music Festival,
Wonderful concerts, recitals throughout the
Region. 525-SONG.
- 15 - 17 **Bluegrass Canada,** 689-4421
- 16 **Restoration of Dundurn Castle, Symposium**
Mohawk College, 522-5313.
- 16 & 17 **Hamilton International Air Show,**
Hamilton Airport, 528-4425.
- 17 **African Lion Safari,**
Father's Day, (519) 623-2620
- 19, 21, 23-25,
27-28 **Hamilton Redbirds, Class A. Baseball,**
Bernie Arbour Stadium, Contact: 549-5100
- 19 - 22, 27-29 **Geritol Follies, Live Song and Dance**
Entertainers are from 60 - 80 years of age
Hamilton Place, 528-8095
- 21 - 23 **Fabulous Fifties Festival,**
Ottawa Street, 544-5822
- 23 & 24 **Rose Society Show,**
Royal Botanical Gardens Centre, 527-1158
- 29 - July 2 **Earthsong,**
Dundurn Castle & Park, 525-6644.
- 29 - July 31 **The Carnegie Gallery, Photography Group
Exhibition,** Dundas, 627-4265
- 30 **Great Christie Picnic-
Canada Day,**
Christie Conservation Area,
525-2181



July

- Grand Opening of Hamilton Waterworks**
1859 To Present Display, Museum of Steam
and Technology, 549-5225
- July 1 to
Aug. 10 **Boris Brott Summer Music Festival,**
Wonderful concerts, recitals throughout the
Region. 525-SONG.
- 1-Sept. 1 **Ontario Sires Stakes, Flamboro Downs,**
627-3561
- 1 **Amstel Light Marathon,** 335-0111
- 1 **Summer Festival,**
Dundurn Castle's Children's Day, 522-5313
- 1 **Dundas Canada Day Celebration,**
Driving Park, Dundas, 628-6327
- 4, 6, 8, 9, 11,
13-14, 19-22,
24-25, 27-28, 30-31 **Hamilton Redbirds, Class A. Baseball**
Bernie Arbour Stadium, Contact: 549-5100
- 7 & 8 **Battlefield House, Herb Weekend,**
Stoney Creek, 662-8458
- 7 & 8 **Lily Society Show,**
Royal Botanical Gardens Centre, 527-1158
- 15 **Microcosm, A demonstration, show and sale of**
19th century crafts
Dundurn Castle, 522-5313
- 24 - Oct. 14 **The Universe Exhibit, Children's Museum**
549-9285
- 28 - 29 **Annual Antique Steam and Gas Show,**
Museum of Steam and Technology, 549-5225

June Conventions (continued))

- 13-15 **International Symposium/Workshop on Future
Ironmaking Processes**
- 13-19 **Aeroheritage Hamilton Int'l Airshow**
- 15-16 **All Allied Paratroopers Reunion**
- 22-23 **Canadian Institute of Management
Building Officials & Code
Administrators International Inc.**



An economic review of the Hamilton-Wentworth Region

Address: Economic Development Department

City of Hamilton

1 James Street South, 2nd Floor

Hamilton, Ontario L8B 4B5

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Volunteers: Lady Hamilton Club

Design: Offryk, King and Duda Advertising

Photo: James Foster Photographs

Printing: Evans Printing

Layout: Danny Cameron

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GOVERNMENT DOCUMENTS

Skyline

Tourism and Conventions

Volume 12, Issue 2

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Second Quarter 1990



Greater Hamilton's Aquafest, July 28-29 1990

**THE RIGHT PLACE.
THE RIGHT TIME.**

**GREATER
HAMILTON**

- Water Festival
- Summer's Festival Time
- Allied Paratroopers
- Flamboro Downs

Water Festival Will Give New Life to Waterfront

A new water festival will be launched in Greater Hamilton. **Aquafest**, co-sponsored by the Region and Hamilton Region Conservation Authority, will be unveiled at Confederation Park July 28-29. The anchor event for the festival will be the Authority's **Endless Wave Beach Party**.

The program, geared to make the west end of the harbour a "people place", will be phased in over three years and will eventually involve such Regional venues as Fifty Point, Ancaster Aquatics and Hamilton Harbour. Activities to be developed the first year will include the Beach Party's raft balancing competition, BBQs, celebrity and corporate volleyball challenge, a body building competition, live concert, boat and waterski show, and fireworks. In the second and third years, a grand prix boat race, jet ski demonstrations, flotilla of lights and tall ships, a rowing regatta and much more will be added.

Regional Councillor Don Ross, Chairman of the Economic Development and Planning Committee, said Aquafest was devised by regional staff as a means of creating major summer events in Greater Hamilton to attract visitors, and enhance

the Regional image by making use of its natural waterfront setting. In four or five years, the program should be turned over to the private sector, he said.



Region Promoted at Travel Expo '90

A Greater Hamilton tourism industry delegation recently travelled to Travel Expo '90 at Kiamesha Lake, New York, to promote the Region as a motorcoach destination to over 100 tour operators and 1,800 group leaders. Representatives from the African Lion Safari, Ancaster Old Mill Inn, Canadian Warplane Heritage Museum, Carmen's Banquet Centre, Sheraton Hamilton and the Royal Connaught Hotels, Hamilton Place, Holiday Inn Hamilton, Hamilton Historic sites, Battlefield House, and the Greater Hamilton Visitor and Convention Services attended.



1990 Tour du Canada International Bicycle Race

Come and watch the Canadian National Team take on the world in the **1990 Tour du Canada!**

Between August 10 to 19, an international field of 100 riders from 10 nations will complete in 11 separate races or stages throughout Southern Ontario.

This prestigious race is a 10 day, 1,100 kilometre bicycle stage event similar to the world famous Tour de France.

Two of the most spectacular and challenging races will be held in Downtown Hamilton on August 12, and at Sydenham Hill in Flamborough on August 18. Both races are held on circuits featuring dramatic and repeated ascent of the Hamilton Mountain and promise to challenge the racers to their physical limit. For information call 416-521-0993 or check with local bicycle stores.



The race is off. The 1990 Tour du Canada races through Greater Hamilton on August 12 and August 18. photo by [unclear]

Drive the Family Wild at African Lion Safari

A Great Diversion! **African Lion Safari** has opened its gates for the 21st season. People are invited to come and spend a few hours or an entire day.

A wild time awaits visitors just 40 minutes north of Hamilton on Safari Road. Explore the game reserves where you can drive through and observe and photograph over 1,000 unique mammals and birds roaming freely.

Then explore four animal and bird performances. The shows, produced by African Lion Safari, include the Birds of Prey flying demonstration, Parrot Paradise show, Elephant Round-Up, and Animals and Man.

Cruise aboard the African Queen boat and journey on the Nature Boy scenic railway. Visit Pets' Corner and view daily elephant bathing. Pack a picnic or buy a meal at Safari Oasis. Do something WILD and visit African Lion Safari this summer.

It's incredible!

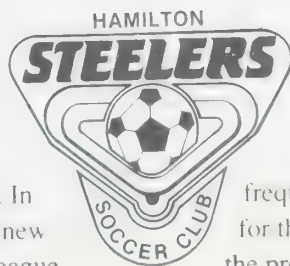


African Lion Safari's latest addition to the Llama enclosure is "Seven", a male born on May 7, 1990. He is sharing his first Father's Day with Dad.

Championship Soccer Puts Hamilton on the Map

The **Hamilton Steelers** name has become synonymous with winning in the world of soccer.

In 1986, the Steelers won the Canadian Challenge Cup. In 1987, they entered the brand new Canadian Soccer League, a league formed to showcase the best of professional soccer talent in Canada. The Hamilton Steelers promptly kept on winning by claiming the Eastern Championship and appearing in the Canadian Soccer League Final for three consecutive years from 1987 to 1989,



making it four successful years the Steelers have won, or appeared in, a Canadian final.

Steelers players have frequently been called upon to play for the Canadian national team, and the present Steelers roster has no fewer than seven such players. With games on TSN (sports network) the Steelers have become popular faces on television, due to their frequent appearances from their season and play-off success.

The Hamilton Steelers are also

involved in the community. During the past years they were involved in charity work with the Head Injury Association, Big Brothers, East Hamilton Kiwanis Boys and Girls Club, the Terry Fox Run, in Hamilton and area schools. The club believes in the importance of giving something back to the community they represent.

Club owner is prominent Hamilton businessman Mario DiBartolomeo. In the 1991 season, the Steelers intend to hold the city banner high and produce results. For season tickets call (416) 5231-0

The festival season is fast approaching. Greater Hamilton is fortunate have a diversity of interesting and exciting festive events to choose from. So that you don't miss any of them, here are some you can attend during the summer.

FESTIVAL OF FRIENDS

Getting bigger and better every year, the **Festival of Friends** celebrates its 15th anniversary on August 10-12 with a stellar line-up of Canadian recording artists, such as Paul James, Scott Merritt, Valdy, Gary Fjellgaard, Ellen McIlwaine, Connie Kaldor, Shirley Eikhard, and the Cape Breton Symphony.

In Gage Park, five stages of music will feature workshops and concerts, children's entertainment, theatre and dance. Over 140 professional artists will be exhibiting in the Arts and Crafts area.

A special attraction this year is **Buskingfest**, a new, colourful and exciting event that the people of Greater Hamilton and its visitors are can't afford to miss. This family-oriented event will showcase some of Canada's and the world's best street performers. Jugglers, mimes, clowns, magicians, street circuses, and one-man bands make up the artistry for Buskingfest. Approximately 29 different soloists and troupes will be giving non-stop shows

from noon to 6 p.m. each day on site and around town.

A family event, Festival of Friends has lots to and do for everyone from toddlers to the young at heart. Admission free. Information at 416-525-0664.

SUMMER IS FESTIVAL TIME IN GREATER HAMILTON



Festival of Friends, August 10-12, offers a variety of entertainment for the whole family.

For more information about other festivals and special events, refer to the pull out brochure in this issue.

TASTE THE CARIBBEAN!



Beautiful masquerade costumes will be seen in the Cari-Can parade, August 18

Cari-Can Festival, now in its fifth year, will take place in Hamilton's Dundurn Park from August 17 to 19. This multicultural fiesta incorporates the spirit, atmosphere and colour of most ethnic groups of the Greater Hamilton area with a focus on the Caribbean. Its purpose is to foster better communications and understanding among the various peoples in a spirit of fun and goodwill.

Countries represented at the Festival in the past included Portugal, Jamaica, El Salvador, Philippines, Dominica, Greece, Trinidad, China, and Barbados.

The Festival features a parade, which will include floats, bands, costumes, steel bands, folk groups, on August 18 in downtown Hamilton. It will end at Dundurn Park where the festivities will continue with good food, crafts, limbo dancers, singers, steel bands, international art—all to the rhythms of calypso, soca, reggae, and salsa music.

Admission free. Information at 416-529-9144.

HAMILTON

DUNDAS CACTUS FESTIVAL



Experience the small-town quaintness and sense of community at the 15th annual **Dundas Cactus Festival**. Staged at numerous locations throughout the beautiful valley town of Dundas, the 1990 edition happens from August 16 to 19.

Get in step with the Festival at its opening night parade down King Street, starting at 7 p.m., August 16. The following day, sample community wares, talents, exhibits and demonstrations at University Plaza and the Street Mall on King Street, between York and John Streets. Conclude your visit to the Festival on August 19 at "Family Day in the Dundas Driving Park" and go out with a big bang at that evening's fireworks display. Information at (416) 628-6327 daily or 627-4356 after 5p.m.

Stoney Creek's WINONA PEACH FESTIVAL



This ongoing celebration of the delicious fuzzy peach takes place August 24-26 at the Winona Park, Stoney Creek.

The Peach Festival has amusements, rides, games, arts and crafts, tea garden, foods of all kinds, free entertainment, two stages (main entertainment and children), commercial displays, plant sales, bingo, peaches, peach sundaes, and peach pies, something for all visitors. Free Admission. Information at 416-634-3834.



First 747 Lands at Regional Airport

Hamilton Airport was a busy place during March break when several flights carrying returning vacationers were redirected to Hamilton from congested Toronto Airport. Regional Chairman Reg Whynott (third from left), Glanbrook Mayor Helen Bell, Airport Committee Chairman Henry Merling (second right), Airport Manager Peter Ainsworth (right) and Economic Development Director Saad Ghanem (second left) were among officials welcoming the first landing of an Iberia Boeing 747 jetliner from Madrid.

Allied Paratroopers Jump into Reunion

Bill Dafoe's rendezvous with his buddies June 15-17 in Hamilton wasn't as hectic as the one 46 years ago when he jumped behind enemy lines near Caen.

Bill's reason for joining the paratroopers was probably typical. He was 18 years old and wanted excitement. He found it on D-Day, June 6, 1944, when, as part of the First Canadian Airbourne Battalion, he parachuted behind enemy lines at 1 a.m. and did not meet up with allied troupes for 11 days.

Bill's jump behind enemy lines was memorable because he landed on flooded land. He got through that and many other harrowing experiences in France and Germany before the war ended. Now in his mid-sixties, Bill met his First Airbourne comrades along with other allied paratroopers at the recent **Allied Airbourne Reunion**.

Sponsored by the Hamilton Branch of



E. T. Hackson, President of Hamilton Branch, Canadian Airborne Forces Association (left), Dafoe (centre), and John Peacock, Reunion co-ordinator, proudly wore the CAFA blazers and wings to their recent Hamilton reunion.

the Canadian Airbourne Forces Association (CAFA), the fifth allied reunion was held for the first time in Hamilton. Approximately 400 people, including spouses, from England, Canada and the United States renewed old

aquaintances and made new ones during the three day-event at the Holiday Inn.

Reunion co-ordinator, John Peacock, saw service in Korea and was a prisoner of war for 18 months. He got his training at Fort Benning, Georgia and proudly wears the wings of the U.S. 82nd Airbourne. E.T. "Jack" Jackson, President of the Hamilton Branch of the CAFA, was in the artillery. After the war, he joined the Canadian Mobile Strike Force as a member of an artillery paratroop battery.

On June 16, the reunion attended the Hamilton International Airshow followed by a dinner and dance in the evening. The next day they proudly marched from the James Street Armoury to the Cenotaph for a service to commemorate those who didn't make it.



Flamboro Downs Celebrates 15th Anniversary

Flamboro Downs is celebrating its 15th anniversary year this summer with a busy itinerary of special events.

Wild West Family Night on July 7, features thrilling racing presented by the Ontario Chariot and Chuckwagon Racing Association. Family entertainment includes free pony rides, rope tricks, a black stallion act and free face painting. Visitors wearing wild west outfits and children 12 years and under are admitted free. Prizes will be awarded for the best adult, youth and children's costumes.

Twenty-five cent pop and fifty cent hot dogs will make the evening even better on the budget. An 11-race harness racing card will also be featured.

Flamboro Downs' 15th Anniversary Celebrations kick off on August 11 with old fashioned admission and concession prices, free anniversary cake and other activities. The event will be sponsored by Hamilton This Month magazine.

Ladies Nights are featured throughout

the summer with free general grandstand admission every Tuesday. On August 18, free Flamboro Downs 15th anniversary collectable spoons will be given to the first 1,000 ladies. A draw featuring a variety of women's merchandise as prizes will be held.

In an April interview Flamboro Downs Director of Marketing Gary Holloway said, "One of our major objectives over the summer is to reinforce the message



Flamboro Downs has planned a summer full of fun for the whole family

that Flamboro Downs is 'much more than a race track' but rather a place for special events, good times and fine dining. We're an entertainment venue. A number of anniversary events are in the works with this strategy in mind."

Flamboro Downs will continue its successful Free Bus Program introduced last December to attract groups with a minimum of 40 people. "With new packages such as the 'Track Side Barbecue Plan' available, we anticipate this will continue to be one of our biggest opportunity markets", said Holloway.

Summer highlights include the Labatt's Blue Ontario Sires Stakes and the Confederation Cup, Canada's premiere stakes event for three-year-old pacers. The \$350,000 Confederation Cup takes place on August 26. There is summer racing every night except Mondays and Fridays until September 1.



Convention Update

July 1990

3-6	Newspapers & Education Co-ordinators
4-6	School Bus Operators
6-8	Lacross Super Series
8-1	CSA Ropeskiing Camp
8-20	Geometry & Topology of Four Manifolds (Mathematics Conference)
11-16	Watchtower Convention
15-20	Institute on Addiction Studies
18-23	Watchtower Convention
22-31	Fifa Youth Academy
23-72	Canadian Hatcheries Federation
26-28	Watchtower Convention
July 27- August 1	CSA Under 15 All Star Tournament

August 1990

2-5	Drum Corps International Foundation
3-5	Nikkie Japanese Christian Conference
3-8	CSA Under 17 Boys - All Star Tournament
5-9	Association Of Conservation Authorities
10-15	CSA Under 18 Girls - All Star Tournament
10-19	Tour du Canada (Bike Race)
12-15	Canadian Institute of Association Executives
12-16	Women's Basketball Camp
12-18	Chamber Music Institute
16-20	Ontario Public School Teachers Federation
17-19	Catholic Charismatic Services of Ontario
17-22	Sports Distributors of Canada
18-23	Canadian Lawn Bowling Championship
18-23	High Performance Women's Soccer Training Camp
19-24	Price Waterhouse - NCE Courses
22-31	McMaster Football Training Camp
26-29	Conference of Metallurgists
August 31 Sept. 2	Military Collectors Club of Canada

September 1990

7-9	Autumn Leaf Roundup
7-9	Canadian Circulation Managers' Association
13-16	Rotary International
14-15	Battle of Britain - A Canadian Salute
14-16	No. 6 Service Flying Training School (S.F.T.S.) R.C.A.F. Reunion Association
16-20	Ontario Plumbing Inspectors Association
17-20	Ontario Society of Medical Technologists
20-23	Canadian Football Hall of Fame
22-27	Crimestoppers International

October 1990

4-7	Ontario Moose Association
10-13	Certified General Accountants Association
14-16	Ontario Petroleum Institute
17-20	Insurance Brokers Association of Ontario
25-28	Progressive Conservation Party
26	Ontario Technological Studies Association
26-2	75th Canadian Interior Landscape

Warplane Museum Recalls Famous Battle of Britain

The Canadian Warplane Heritage Museum is hosting a Canadian salute to the 50th anniversary of the Battle of Britain with a black tie "President's Ball" on September 14.

More than 800 guests and dignitaries from across Canada are expected to attend at Carmen's Banquet Centre, Hamilton. According to Roy Walker, General Manager and Museum Chief Operating Officer, it should be an outstanding social event of the year.

Ontario Lieutenant Governor Lincoln Alexander will kick off activities at 8 a.m. at the Museum on September 15, with a dedication ceremony, followed by a fly-past of the famous Battle of Britain Hurricane and Spitfire, and operational aircraft, including a Lancaster. Opportunities to meet pilots who flew fifty years ago will be provided.

The family can enjoy a military parade and tattoo, model aircraft displays, vintage automobiles and aviation movies.

Canada's largest 'English Pub' will serve pub grub with English and Canadian refreshments. High tea starts at 4 p.m. followed by an evening dance, sing-a-long, and entertainment.

Advance tickets for the President's Ball and Saturday's Events are available at the Hangar 4 gift shop or by calling (416) 679-4183. The Museum gift shop carries an assortment of aviation merchandise as well as books, prints, videos, model kits and hundreds of other aviation-related memorabilia.

For up to date weekly information on events taking place in Greater Hamilton call



The Event Line
522-7772

Tourism Info Centres

For information about attractions, special events and historic sights in Greater Hamilton, visit one of the Regional Information Booths at:

The African Lion Safari
Off Safari Road, Town of Flamborough
Follow the lion signs
Open: June 4 to September 3
Hours: 10 a.m. to 7 p.m.

Royal Botanical Gardens
York Road, Hamilton
In the Rock Gardens Parking Lot
Open: June 4 to September 3
Hours: 9 a.m. to 6 p.m.

Confederation Park
Nash Road North, Hamilton
In the Region Conservation Authority Office (temporary)
Open: June 4 to September 3
Hours: 9 a.m. to 6 p.m.

Downtown Information Centre
127 King Street East, Hamilton
Open: Year round
Hours: 9 a.m. to 6 p.m.

Children's Centre at Crossroads

Canada's unique *Children's International Learning Centre* is facing an important moment in the development of its new life in fresh, spacious quarters at 100 James Street South, Hamilton.

The Centre provides dynamic programs which encourage an awareness of our world community and develop attitudes of friendship and respect for people of different racial, religious and national backgrounds.

A new program this summer is the MAD Creative

Art School which offers two week classes in music, art and drama (MAD) to a limited enrollment. Call 523-7142 to register.

In its new home, the Centre plans to expand its work to involve families, community groups and visitors. Starting the new decade with these significant goals means extra commitment from the Centre's volunteers, and new opportunities for more individuals and companies to give financial support for its important work.



An economic review of the Hamilton-Wentworth Region.

Address: Economic Development Department

First City Trust

1 James Street South, 3rd Floor

Hamilton, Ontario L8P 4R5

Business: (416) 546-4447

Tourism and Conventions: (416) 546-4333

FAX: (416) 546-4167

Volunteers: Lady Hamilton Club

Design: Olynyk, King and Duda Advertising

Film: Jennifer Colbour Separations

Printing: Crown Printing

Editor: Dianna Cameron



Accommodation

Food and Beverage

Transportation

Hotels

Stoney Creek

Skyline

Tourism and Conventions

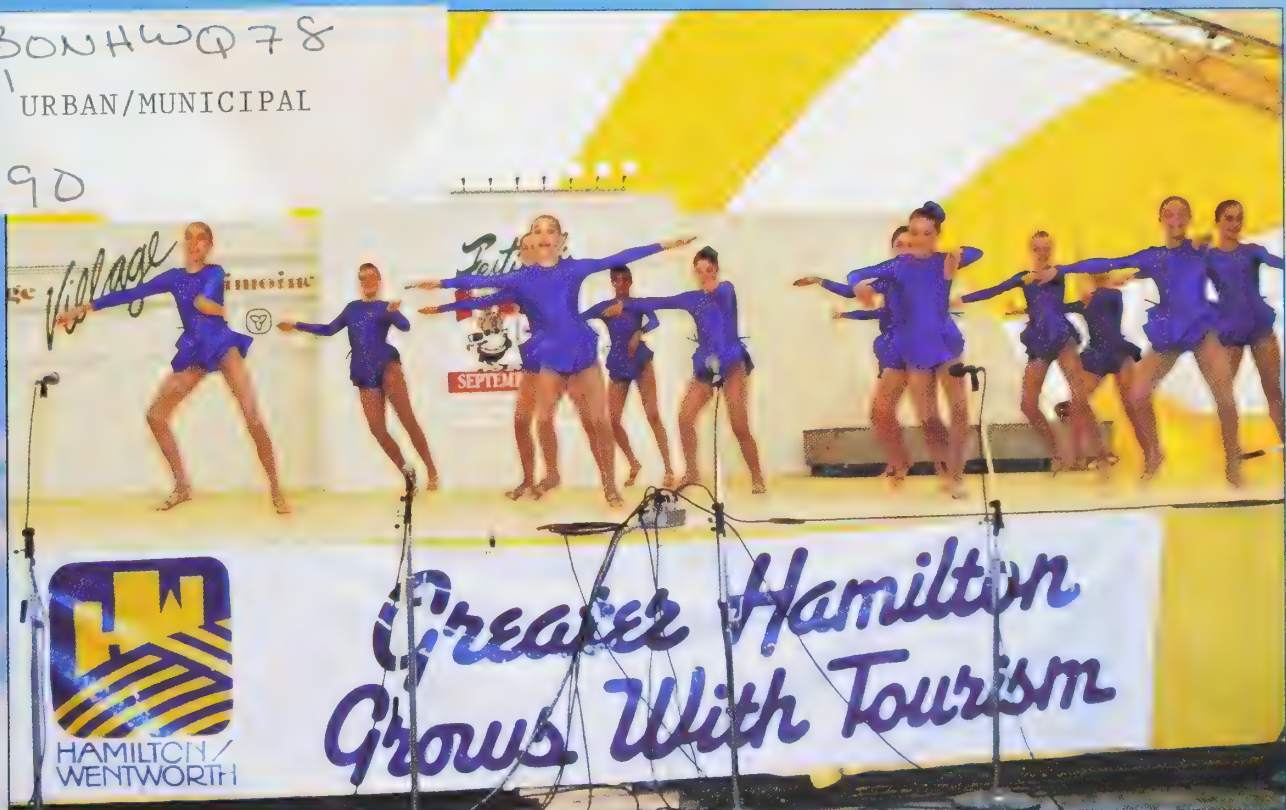
Volume 12, Issue 3

Economic Development Department
Regional Municipality of Hamilton-Wentworth

Third Quarter 1990

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URBAN/MUNICIPAL

1990



Festitalia's Elyse Hutchinson Dancers at Greater Hamilton's CNE Day Show

**THE RIGHT PLACE.
THE RIGHT TIME.**

**GREATER
HAMILTON**

- Associations Executives Rave About Greater Hamilton
- Show Promises Mums, Colour and Football
- Fall Fairs, Fall Festivals, Fall Craft Shows
- Celebrate a New Holiday Tradition

Association Executives Rave About Greater Hamilton

The Canadian Society of Association Executives (C.S.A.E.) held its 1990 Annual Conference in Greater Hamilton on August 12- 15. Over 600 delegates



Among the many activities at the prestigious CSAE Conference was the Society's Charity Chapter Challenge. This event, sponsored by the Sheraton Hamilton and assisted by volunteers from the local hospitality industry, was held at Sam Lawrence park, a location that also provided delegates with an excellent view of Hamilton. The event raised over \$2,000 for the Children's Hospital at Chedoke-McMaster Hospitals.

from across Canada occupied downtown hotels, the Hamilton Convention Centre, Hamilton Place Theatre and Copps Coliseum for their program.

Hosting CSAE's Annual Conference is a rare opportunity for Hamilton's convention and hospitality industry to showcase its facilities to executive directors of more than 400 Canadian associations. These people are often the decision makers who select locations for their own individual conferences, therefore providing Hamilton an unprecedented occasion to attract future conventions.

The conference took participants to many venues throughout Greater Hamilton, including the Royal Connaught Hotel for the hotel-sponsored opening reception, Sam Lawrence Park for the annual Charity Chapter Challenge sponsored by Sheraton Hamilton, the Canadian Warplane Heritage Museum for "Fun Nite" which included a mini airshow and dinner/dance, and Copps Coliseum for the largest trade show and exhibition in CSAE's history. Organizers and delegates raved about the first class service they enjoyed while in Greater

Hamilton. Delegates response was overwhelmingly positive when asked to consider holding their own association's convention in our Region.



Greater Hamilton Honours Convention Ambassadors

Local citizens who brought their provincial, national or international association's convention to Greater Hamilton will be honoured during **Convention Ambassador Week, September 29 - October 6.**

Efforts of local "Ambassadors" have had a great impact on the Regional economy and hospitality business.

Activities, which will concentrate on increasing public awareness of the Convention Ambassador Program, will culminate on October 3 with award presentations to 1989 ambassadors at a banquet sponsored by the local hospitality industry at the Holiday Inn.

Show Promises Mums, Colour and Football

This fall think COLOUR, think FOOTBALL, think MUMS! Now think of the three together!

The theme of the 1990 **Hamilton Mum Show** is "Mums— Touchdown". The display greenhouse in Gage Park will be transformed into a playing field. Visitors will walk out under the stadium, through the goal posts and stand on the football field, surrounded by 70,000 Mum fans in the stands. Some 230 varieties of Mums will be in attendance along with the feature flower—the big yellow Mum which is a symbol of football in Hamilton and the city's official flower. Team colours from various leagues and levels of football in Hamilton will be

featured.

Visit with celebrity Ti-Cat players! Watch action packed videos. Ask master

gardeners about the technical side of growing and caring for your Chrysanthemums.

"Kick Off" is every day November 3 to 18. Entrance to Gage Park is from the Lawrence Road Gate. All paths are wheel chair accessible and buses may drive to the door. Light refreshments and souvenirs will be available.

Bus tour information is available at 416-546-2044 or 546- 4222. This colourful event is sponsored by the Hamilton Mum Show Committee and the Parks Division of the Hamilton's Public Works Department.

COME HUDDLE WITH US!



An array of colours - 1990 Hamilton Mum



special events

GREATER HAMILTON Aquafest '90



Corporate Beach Volleyball. Hamilton General Hospital are Beach Volleyball Champions



Fluo Body Painting contestants with Ollie



Water ski show



Silvertones Steel Orchestra

Greater Hamilton's newest water festival, Aquafest '90, got off to a successful start. Held at Confederation Park on one of the hottest weekends of the summer, the two-day lake-side event attracted more than 10,000 people on July 28-29. Here are some snapshots of what happened.

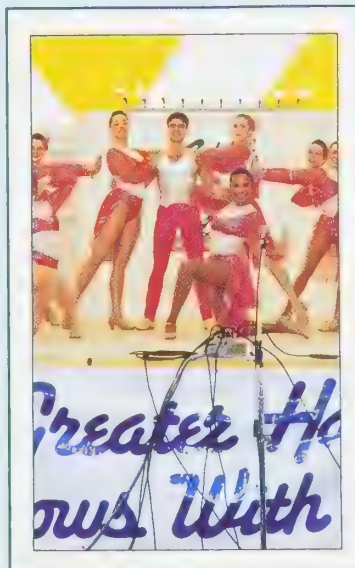
GREATER HAMILTON has talent to spare

You only hear applause and cheers as group after group of top notch Greater Hamilton talent took to the Heritage Village stage at the Canadian National Exhibition, Toronto, on August 23.

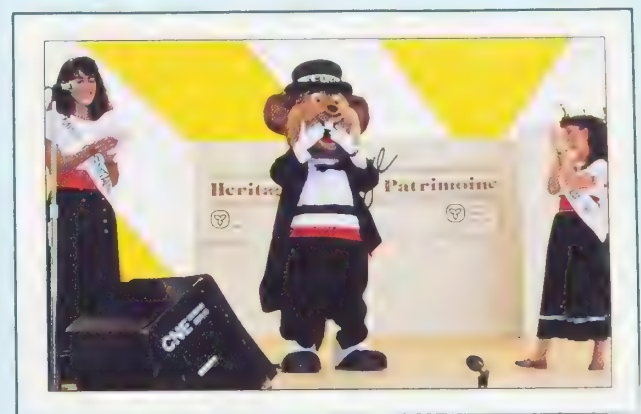
The 3rd annual Greater Hamilton Day at the CNE featured a number of Hamilton entertainers and displays to promote the diversity and wealth of cultural, sport and tourism attractions offered by our Region. An estimated 3,500 visitors stopped at the Greater Hamilton Pavilion. Contributing to the success of the day were sponsors CHML 900/CKDS-FM95, CKOC/K103FM and numerous performers.



Hamilton Theatre Inc. performers



Elyse Hutchinson Dancers



Festalia mascot Amico

The days are crisp; the nights are cool; and leaves are showing hints of bright colours that signal autumn is here again. But nothing stands still in Greater Hamilton. Summer fun continues with fall fun. There's plenty to choose from. Greater Hamilton has three of the oldest fairs in the province. Each year they offer the traditional and the new to attract area residents and visitors.

GREATER HAMILTON FALL FAIRS

138th ROCKTON WORLD'S FAIR



Children get into the act at the Rockton Fair through a 4-H Club sheep show.

Each year, popular attractions are added to "farm" events—cattle, horses, sheep, goats and poultry—to lure the public to the **Rockton World's Fair**. Among these are Campbell's midway, demolition derbies, bingo, antique cars and machinery, produce, stage, baby and glider shows, and a petting zoo.

Known as the "World's Fair" since named by prominent newspapers in 1878, this year's event from October 5-8 will be the 138th production. Held in Rockton (mid-way between Dundas and Cambridge on Highway 8) it is a Thanksgiving tradition. New this year, the fair's five biggest turkeys will be auctioned. The grower of the winning giant pumpkin will receive \$125. Halls will be filled with baking, flowers, crafts, art, photography, quilts, school work and farm produce. There will be lots to see and do—rain or shine. Children are admitted free, adults \$5, and parking is \$2 from Saturday to Monday, and free on Friday which is also the Midway Special Evening costing \$10 for rides. For information call 416-647-2502.

ANCASTER FAIR IS 140 YEARS STRONG



Fifty categories of garden vegetables are judged at the Ancaster Fair.

The **140th Ancaster Agricultural Society Fair** is set to open September 21-23 at the fairgrounds on Highway 53.

Besides the popular competitions in livestock, grains, vegetables and homecraft, the fair will offer the world-famous Conklin Show and special stage shows.

Visitors will see thrilling trampoline act, free style skateboard and BMX bicycle acts for kids, a stunt drivers show, and demolition derby. Live groups will play 60's and 70's party rock music, 50's rock and roll, and local singers will showcase modern gospel music. All shows are free of charge. There will be harness racing with pari-mutual wagering on the half-mile track Saturday and Sunday afternoons, and two fashion shows.

Ancaster Fair boasts the largest school fair in Ontario. Exhibits are on display in the Archie S. Smith and the Hepworth Buildings.

BINBROOK FAIR GETS BIGGER AND BETTER



The popular Giant Pumpkin Contest attracted a little admirer at last year's Binbrook Fair.

The **136th Binbrook Fall Fair** opened September 14 with exciting action at the grandstand where the Canadian Tire Auto Stunt Drivers performed. From September 15 to 16, visitors saw a various shows, including the heavy horse, dairy and beef cattle, poultry, rabbit, pigeon, and pet competitions. There were also harness and chariot races, a dog obedience demonstration, skipping performance, and a crunching demolition derby. The ever popular baby show was a big draw. Traditional sewing, quilts, crafts, baked goods, and produce were exhibited. For added excitement, the midway offered rides and games for all ages. Organized in 1854, the Binbrook Agricultural Society has steadily grown over the century, purchasing additional land, upgrading facilities, and erecting buildings. In 1973, the Society expanded the fair to three days, staying open on Sunday. Last year, an exhibition hall was built in 1989 to accommodate the increasing number of craft vendors and commercial exhibitors.

Every year, more than 2,500 exhibits from 10 area elementary schools participating in this historic fall event.

Two fall festivals offer the music, arts, food and culture of all things Italian and German. Don't forget Christmas is fast approaching and you can get a head start on your shopping at our Christmas shows. Check local newspapers or call the Event Line at 522-7772 for more information.

HAMILTON FALL FESTIVALS

OKTOBERFEST: MUNICH IN HAMILTON



Oktoberfest festivities will kick off September 28 with the tapping of the beer keg. Last year, Hamilton Mayor Bob Morrow (right) and Albert Kergl (second right) assisted with this ceremony.

The 21st annual Steel City Oktoberfest is celebrating "Munich in Hamilton" at this year's Bavarian festival. Raise a stein and shout "Ein Prosit". It starts at the Hamilton Convention Centre on September 29 at 8 p.m. The evening will be packed with many entertaining activities. Officials will open the festivities with the traditional beer keg tapping. The popular Harmonie Brass Show Band will provide the oompah-pah music. Traditional German dancing demonstrations will be performed by an Oktoberfest dance group.

Miss or Mrs. Oktoberfest will be selected to reign with the undisputed Mr. Oktoberfest, Albert Kergl. At the souvenir stand, purchase mementos to remember the evening. Enjoy excellent German Oktoberfest foods, music, dancing, singalongs and, of course, beverages. Lederhosen is optional. For information call 388-4982.

VIVA FESTITALIA '90

Festitalia mascot Amico and this year's Miss Festitalia, Maria Milazzo (front centre), will be on hand for all events.



As Festitalia celebrates it's 15th season it stands on a firm foundation in Greater Hamilton by providing quality family events. Festitalia has fulfilled it's mandate to stage an annual festival for the purpose of sharing the Italian culture and heritage with all citizens in the community.

Festitalia has also been a catalyst in the process of encouraging Canadians to discover Italians, and Italians to discover themselves.

During the month of September, Greater Hamilton is filled with things Italian. Events include an Italian Art Exhibition, Opening Ceremonies at the Art Gallery, a Youth Soccer Tournament in Stoney Creek, Carmen's Cabaret with "Spuntino all'Italiana", a Te Deum Vivaldi Concert at Christ Church Cathedral, Six "Cucina Tradizionale" Dinners, La Traviata at Hamilton Place, and VINO E AMORE with great music, food and drink at the Convention Centre. There will also be Italian films, an outdoor Mass, a Fashion Show, Conference, Bambino Contest, Bicycle Race and a Bocce Tournament. For additional information call 546-5300.

Festitalia is a celebration of Italian culture and heritage. For everyone... those who are Italian by birth, by inheritance or by their love of things Italian!

fall craft shows

WINTER FESTIVAL OF FRIENDS



Teddy Bears at Winter Festival of Friends show

From the Grand Opening on November 28 until closing on December 2, the Hamilton Convention Centre will have a dazzling display of arts and crafts from across Canada. The 10th Winter Festival of Friends Arts and Craft Show will also present fashion shows and entertainment by buskers and musical acts. Shoppers will find ceramics; jewellery—some in one of a kind creations; original clothing; and wood, cloth, ceramic toys for kids of all ages. Look for jams, jellies, Christmas decorations, handmade candy, soaps and much more.

Admission is \$5. The show will cover two floors with dining in the beer garden. Go on a Christmas shopping spree at this year's Winter Festival of Friends Show. Something for everyone is guaranteed.

RBG CELEBRATES CHRISTMAS IN STYLE

Royal Botanical Gardens Auxiliary's Christmas Sale and Show on November 16 - 17 is not a bazaar. There are no pies for sale or a white elephant table. A sale with a difference, the theme "Christmas in Style" will emphasize decorating for the holidays.

The Royal Botanical Gardens Centre, Plains Road West, will be decorated on the outside. On the inside, visitors will find holiday decorating ideas for homemakers on the go, including fabulous floral designs and centrepieces.

RBG's master designers will demonstrate how to make elegant but inexpensive arrangements. Dried flowers, mechanics as well as ribbons and bows will be available.

Two watercolours by well-known artist Bert Male will be raffled and several door prizes will be awarded. Admission \$2. For information call (416) 527-1158 or use our toll free number 1-800-668-9449.



Canadian Orpheus Male Choir

From bathroom shower singer to an accomplished choir singer...This is the story of many members of the **Canadian Orpheus Male Choir**. The choir formed in 1977 with its roots in Hamilton now has over 100 members, some coming to rehearsals from as far away as London, Kitchener, St. Catharines, and Scarborough.

Under Lyn Harry, the choir has added to the cultural scene of Greater Hamilton, and has been a goodwill ambassador across Canada, the United States, and United Kingdom, particularly Wales.

The new season with the annual Christmas Concert at Hamilton Place on December 21 with the Hamilton Youth Choir, Lorelei Singers and the Hamilton Philharmonic youth Orchestra. Early in 1991, a second concert will take place with the Canadian Armed Forces Band at both Roy Thomson Hall and Hamilton Place. These are supplemented with many concerts for charitable



The Canadian Orpheus Male Choir kick off season on December 21, at Hamilton Place

organizations.

The choir functions year round, with its new season starting in September. The Orpheus Male Choir offers an opportunity for singers to participate, and, along with other musical groups such as the John Laing Singers and the

Bach-Elgar Choir, enrich the cultural environment of this community.

Anyone who enjoys singing is encouraged come to the James Street Baptist Church in downtown any Monday at 8:00 p.m. or phone Peter Quinton at 416-335-1037.



Celebrate a New Holiday Tradition In Greater Hamilton

After a five year hibernation, **Westfield Heritage Centre** in Rockton (formerly Wentworth Heritage Village) is preparing for a December 1990 re-opening. The centre will present Christmas in the Country as a traditional family-oriented seasonal festival, open each Saturday and Sunday during December.

Over a dozen heritage buildings will be aglow for the holiday, each highlighting a Christmas theme. There



will be the newly restored 19th century country church with daily musical entertainment; Santa and Mrs. Claus in their Victorian parlour; animals in the stable; and the Playful Pastimes Toy Store. The centre will present, in co-operation with Golden Road Productions, a special exhibit and theatre showcasing of the "Road to Avonlea" film. On weekdays, an innovative educational program will be offered to school children.

The Hamilton Region Conservation Authority is undertaking redevelopment and management of the park on behalf of the Region of Hamilton-Wentworth. Founded in 1960, Westfield includes several dozen heritage buildings and a substantial artifact collection. Over several years Westfield will become a centre for special heritage events throughout the year.

For further information, contact Westfield Heritage Centre at (519) 621-8851.



Hawk's Nest Restaurant is More Than A Classroom

The Hawk's Nest Restaurant is not listed in the Regional Dining Guide, But it does exist. It is an intimate little place with seating for 40 people at Mohawk College's Saltfleet Campus at 481 Barton Street East in Stoney Creek.

The restaurant is operated by Food and Beverage management students as part of their two-year program. It provides a

chance for them to obtain "hands-on" experience in every facet of the restaurant business – from the kitchen to the cash register.

The menu is reasonably priced because Mohawk students are there to learn, not to make a big profit. It's possible to have a delicious three-course meal for \$6.50: the price includes a

beverage. And the cuisine is international. Students must research and present cuisine from different countries or from a variety of North American styles such as road houses.

Because it's run by students, the Hawk's Nest is open for lunches only from early October to April. For more information call 519-270-3700.



Convention Update

October

- 4 - 7 Ontario Moose Association.
- 5 - 8 Huskies Hockey.
- 10 - 13 Certified General Accountants Association.
- 14 - 16 Ontario Petroleum Institute.
- 17 - 20 Insurance Brokers of Ontario.
- 25 - 28 Ontario Progressive Conservative Party Annual Meeting.
- 25 - 26 Ontario Christian School
- 26 Ontario Technological Studies Association.
- 26 - 27 5th Canadian Interior Landscape Conference.

November

- 1 - 3 Hamilton Area Challenge Square Dancers.
- 6 - 8 Municipal Non-Profit Housing.
- 8 - 10 Scottish Rite.
- 9 - 11 Canadian Council of Liberal Congregations.
- 12 - 14 Ontario Motorcoach Tour Escort Safety Training.
- 15 - 17 Ontario Music Educators Association.
- 19 - 21 United Cooperatives of Canada.
- 19 - 22 Labour Canada.
- 25 - 28 Ontario Marina Operators.
- 28 - 30 International Association of Psychosocial Rehabilitation Services.

January 1991

- 15 - 18 Landscape Ontario
- 23 - 27 Society of Ontario Veterinarians.

Events Update

October

- To 14th The Universe Exhibit, Children's Museum, Gage Park, Hamilton. Contact: 549-9285
- To 20th "You can't take it with you" Theatre Aquarius Studio Theatre, Hamilton Place. Contact: 522-7529
- To Nov. 4 "The Find, Twilight and Continental Drift" Art Gallery of Hamilton, Contact: 527-6610
- To Nov. 4 "Artists' Bookworks", Art Gallery of Hamilton, Contact: 527-6610
- To Nov. 4 "Beyond the Footlights: The Art of Theatre Design", Art Gallery of Hamilton, Contact: 527-6610
- To Dec. 1 Fall Harness Racing, Flamboro Downs, Contact: 627-3561
- 3rd Hamilton Philharmonic Orchestra, Robert Aitken, Conductor/Flute, Scottish Rite, Queen and Main Streets, Contact: 526-6555
- 4 - 21 "Womens' Art Association 96th Annual Exhibition", Art Gallery of Hamilton, Contact: 527-6610
- 5 - 8 Rockton World's Fair, Contact: (519) 647-2502

**flamboro
downs** 

- 5 - 30 "The White Line": Wood Engraving Since 1945, The Carnegie Gallery, Dundas, Contact: 627-4265
- 7 - Nov. 4 Art/facts - An Annual Educational Exhibition, McMaster University Art Gallery, Togo Salmon Hall, Contact: 525-9140
- 12 "Flight-line" Fashion Show, Canadian Warplane Heritage Museum, Hamilton Airport, Mount Hope, Contact: 679-4183
- 13 & 14 Dofasco Family Pops - "The Swing Years", Hamilton Philharmonic Orchestra, Howard Cable, Conductor, Contact: 526-6555
- 14 "All About Wool", Battlefield House, Stoney Creek, Contact: 662-8458
- 15 - 20 Engineering Week Luncheon, Contact: 385-3234
- 20th Hamilton Philharmonic Orchestra, Victor Feldbrill, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 23 & 24 Seagram and Stelco Steel Classics, Hamilton Philharmonic Orchestra, Victor Feldbrill, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 25 Canadian Warplane Heritage Museum Exhibit Opening, Hamilton Airport, Mount Hope, Contact: 679-4183
- 26 South Wales Male Choir, Hamilton Place
- 26 - 28 Woman's World Consumer Show, Hamilton Convention Centre, Contact: 523-5883
- 27 Bach Elgar Choir Gala 1990/1991 Season Opening, Great Hall, Hamilton Place, Contact: 527-5995
- 31 Hamilton Philharmonic Orchestra, Victor Feldbrill, Conductor, Scottish Rite, Queen and Main Streets, Contact: 526-6555



November

- To 4th "The Find, Twilight and Continental Drift", Art Gallery of Hamilton, Contact: 527-6610
- To 4th "Artists' Bookworks", Art Gallery of Hamilton, Contact: 527-6610
- To 4th "Beyond the Footlights: The Art of Theatre Design", Art Gallery of Hamilton, Contact: 527-6610
- To Dec. 1 Fall Harness Racing, Sunday matinees feature all-you-can-eat brunch, Flamboro Downs, Contact: 627-3561
- Mid-Nov. Paintings by James A. Morrison, McMaster University Art To Dec. Gallery, Togo Salmon Hall, Room 114, Contact: 525-9140
- 1 Dec. 2 "Maria Panko", Art Gallery of Hamilton, Contact: 527-6610
- 2 - 27 The Carnegie Gallery, John Bienenstock and Ron Deans, Dundas, Contact: 627-4265
- 3 & 4 Dofasco Family Pops - "A Trip Down the Danube", Hamilton Philharmonic Orchestra, Victor Feldbrill, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 3 - 18 70th Annual Chrysanthemum Show, Theme is "Touch Down" featuring the Hamilton Tiger Cats, the Grey Cup, C.F.L. in general, McMaster University and high school football, Gage Park Greenhouses, Hamilton, Contact: Doug Farquar 546-2044
- 6 - Feb 17/91 The Environment Exhibit, for ages 8 - 13, Children's Museum, Gage Park, Hamilton, Contact: 549-9285
- 8 - 11 1990 Hamilton International Auto Show, Copps Coliseum, Contact: 527-7900
- 9 Te Deum Orchestra, "Hail, Bright Cecilia" - in celebration of feast day (Nov. 22) commemorating St. Cecilia, Christ's Church Cathedral, 252 James St. N., (near Barton), 8:15 p.m. Contact: 628-4533
- 11 Remembrance Day Military Tattoo and Fly-past, Canadian Warplane Heritage Museum, Hamilton Airport, Mount Hope, Contact: 679-4183
- 13 & 14 Seagram and Stelco Steel Classics, Hamilton Philharmonic Orchestra, Kirk Muspratt, Conductor, Great Hall, Hamilton Place, Contact: 52M-6555
- 14 - Dec. 8 "The Diary of Anne Frank", Theatre Aquarius, Studio Theatre, Hamilton Place, Contact: 522-7529
- 15 "Herzl Kashetsky: Civilization and the Beast", Art Gallery of Hamilton, Contact: 527-6610

- 15 - Jan 6/91 "Artists' Books: Small Presses", Art Gallery of Hamilton, Contact: 527-6610
- 15 - Jan 6/91 "Microemotiva", Art Gallery of Hamilton, Contact: 527-6610
- 15 - Jan 6/91 "Murray Macdonald", Art Gallery of Hamilton, Contact: 527-6610
- 15 - Jan 6/91 "Alfred Laliberte", Art Gallery of Hamilton, Contact: 527-6610
- 16 & 17 RBG Auxiliary Christmas Sale and Show, Royal Botanical Gardens Centre, Contact: 527-1158, ext. 137
- 17 Hamilton Santa Claus Parade, Downtown Hamilton - starts at Queen Street to Main to Catharine to King to Bay Streets to York Blvd, Contact: 388-6014
- 22 Victorian Christmas at the Castle, 1850's Christmas, Dundurn Castle, Contact: 522-5313
- 22 Edwardian Christmas/McQueston Family Christmas, Whitehern Museum, Jackson St. W., Contact: 522-5664
- 27 Winter Festival of Friends, 150 booths of original arts and crafts, Hamilton Convention Centre, Contact: Jayne Woods - 525-6644
- 28 Hamilton Philharmonic Orchestra, Stewart Grant, Conductor, Scottish Rite, Queen and Main Streets, Contact: 526-6555
- 30 - Dec. 31 "Small Works" Christmas Show, The Carnegie Gallery, Dundas, Contact: 627-4265

December

- To 8th "The Diary of Anne Frank", Theatre Aquarius, Studio Theatre, Hamilton Place, Contact: 522-7529
- To 31st Edwardian Christmas/McQueston Family Christmas, Whitehern Museum, Jackson St. W., Contact: 522-5664
- To 31st Victorian Christmas at the Castle, 1850's Christmas, Dundurn castle, Contact: 522-5313
- To Jan 6/91 Herzl Kashetsky: Civilization and the Beast", Art Gallery of Hamilton, Contact: 527-6610
- To Jan 6/91 Artists' Books: Small Presses", Art Gallery of Hamilton, Contact: 527-6610
- To Jan 6/91 "Microemotiva", Art Gallery of Hamilton, Contact: 527-6610
- To Jan 6/91 "Murray Macdonald", Art Gallery of Hamilton, Contact: 527-6610
- To Jan 6/91 "Alfred Laliberte", Art Gallery of Hamilton, Contact: 527-6610
- 1 Stoney Creek Santa Claus Parade, begins at Saltfleet High School on Grays Road, south to King Street, west along King to Stoney Creek Scout Hall, King Street, Contact: 643-1261
- 1 & 2 Dofasco Family Pops - "From Jazz to Gypsy", Hamilton Philharmonic Orchestra, Howard Cable, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 1 & 2 "Maria Panko", Art Gallery of Hamilton, Contact: 527-6610
- 4 & 5 Battlefield House Christmas Candlelight Tour, 77 King St. W., Stoney Creek, Contact: 662-8458
- 8 - 26 Winter Harness Racing, Flamboro Downs, Contact: 627-3561
- 6 - Jan. 6/91 "Murray R. Kropf", Art Gallery of Hamilton, Contact: 527-6610
- 7 Te Deum Orchestra, "A Ceremony of Carols" Christ's Church Cathedral, 252 James St. N., Contact: 628-4533
- 8 & 9 Handel's Messiah, Hamilton Philharmonic Orchestra, Victor Feldbrill, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 13 & 15 The Tales of Hoffmann by Jacques Offenbach, Opera Hamilton, Great Hall, Hamilton Place, Contact: 527-0089
- 18 & 19 Seagram and Stelco Steel Classics, Hamilton Philharmonic Orchestra, Stephen Gunzenhauser, Conductor, Great Hall, Hamilton Place, Contact: 526-6555
- 21 A Family Christmas Concert, including the Canadian Orpheus Male Choir, The Hamilton children's Choir, the Lorelei Singers and the Hamilton Philharmonic Youth Orchestra, Great Hall, Hamilton Place, Contact: 547-9812



An economic review of the Hamilton-Wentworth Region.

Address: Economic Development Department

First City Trust

1 James Street South, 3rd Floor

Hamilton, Ontario L8P 4R5

Business: (416) 586-8817

Tourism and Conventions: (416) 546-4222

Fax: (416) 586-4107

Volunteers: Lady Hamilton Club

Design: Olynky, King and Duda Advertising Inc.

Film: Jennie Calne Separations

Printing: Crown Printing

Editor: Diana Cameron



Skyline

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GOVERNMENT DOCUMENTS

and Conventions

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Volume 12, Issue 4

Economic Development Department
Regional Municipality of Hamilton-Wentworth 1990

Fourth Quarter



Hamilton's Whitehern is decked out for Christmas

**THE RIGHT PLACE.
THE RIGHT TIME.**

**GREATER
HAMILTON**

- Ontario Garden and Flower Festival
- Winterfest 1991 Promises Fun for the Family
- CrimeStoppers Bring International Conference
- Five New Football Hall of Famers

Seasons Greetings

A Spring Tonic: Ontario Garden and Flower Festival

The Ontario Garden and Flower Festival returns to Hamilton Convention Centre February 21-24, 1991 with a "Spring Tonic".

The festival will feature nurseries, landscapers, garden centres, greenhouses, seeds, florists, paving materials, stone walls, decks, gazebos, garden pools and spas, patio furniture, irrigation, lawn care, tree services and other related services and products.

Exhibits in this year's show are colourful and varied.

Japanese Garden - A large area with a beautiful garden, flower arrangement and bonsai demonstrations. A showplace for the local Japanese community.

Dutch Touch - A landscaped garden complete with windmill, tulips, daffodils and other bulbs. It will promote the upcoming June 1991 Hamilton Holland Festival.

Rain Forest - An exhibition to illustrate what is happening to the



The Ontario Garden and Flower Show returns to the Convention Centre from February 21-24, 1991.

rainforest and what we can do to help. Presented by the World Wildlife Fund. If you missed this at the RBG in August, come and test your knowledge.

World in Flowers - Presented by local florists and volunteers from floral and horticultural courses in local schools.

Bugs & Butterflies - Raid presents "The Incredible World of Bugs", featuring

giants of the bug world - also a selection from the 'Flying Jewels' exhibit - unique and rare species of butterflies and moths from around the world.

Veldhuis Exotic Plants - Hibiscus and all sizes and varieties of cactus, succulents, collector pieces and unusual tropicals.

Casa Loma Garden - Six acres of magnificent garden, recently restored by the Garden Club of Toronto with a cost of \$1.5 million - beautiful flowers, landscaping and fountains.

Royal Botanical Gardens - Celebrating their 50th year, the RBG will show its diversity of programs such as - Horticultural Therapy, Mediterranean Gardens, Floral Shoppe Outreach, Children's Teaching Garden and a base for many floral and nature societies and clubs.



Too Much to See:

Japanese Visitors Spend A Week In Greater Hamilton

The musical phrase of Japanese greeting "Ohio Gozasimus" was heard many times during the week of October 22 - 26. A delegation from Hamilton's twin city of **Fukuyama, Japan** visited the Region to explore friendship, business, cultural, and tourism opportunities. This diverse group was headed by the Mayor of Fukuyama and included City

Assemblymen and Directors,



Hamilton Mayor Bob Morrow welcomed Fukuyama Mayor Mikio Makimoto to the City of Hamilton.

relationship but the concept of twinning is to assist in the development of a "legacy" between two different nations. Visits such as the Fukuyama one create personal ties which in turn aid the development of future business and tourism in both countries.



50th Anniversary A Dream Blossoms Into The Renowned RBG

Next year marks the **50th anniversary of the Royal Botanical Gardens**. What started as a dream in the late 1920's has evolved into a world renowned showpiece.

Plans for the 1991 year-long celebration began in the spring of 1988 with the formation of an Anniversary Committee. Together staff, Board, Auxiliary and Corporate members formulated a mission statement for the Anniversary committee which involved three board commitments: **CELEBRATION, AWARENESS, AND INVOLVEMENT.**

Plans are underway for many special events and programs, which include: an Anniversary Calendar, featuring colour photos of the Gardens, a collectors' commemorative plate, a RBG Anniversary wine, an invitational art exhibit, a croquet tournament, a special children's day at the Teaching Garden and more.



Winterfest 1991 Promises Fun For the Family

The winter carnival tradition continues in Hamilton when **Winterfest** kicks off it's 13th year in January 1991!!

Winterfest is known for fun and excitement, and the 1991 carnival promises to be just as enjoyable.

Festivities begin with the Miss Winterfest Pageant on Friday, January 25, a gala event with celebrity judges.

January 26 is an all-day free family skate, co-sponsored by H.E.C.F.I., at Copps Coliseum and the new Mountain Skating Centre. Entertainment will include CKOC/K103 FM, the Mini Miss/Mister Winterfest Contest, the Hamilton Figure Skating Club, and Hamilton celebrities and mascots.

Register early for the popular Annual Sno-Golf Tournament at Chedoke Winter Sports Park on January 27.

Activities continue the following weekend. Kings Forest Winter Sports Park will go to the dogs on February 2 and 3 with Dog Sled races and Dog Weight Pulls. Bring your dog to participate in the Weight Pull.

Beds will roll down Main Street in the 7th Almost Annual Bedrace, co-

sponsored by the Downtown Promenade BIA, on Saturday, February 2.

Chimo, Winterfest's Mascot, will be on hand for Family Day and Children's activities on February 3. Everyone can participate in a treasure hunt, sleigh rides, breakfast, children's festival and live entertainment.

Other Winterfest activities include Western Night, Ringette games, teen dances, disabled skiing and Lumberjack

events. So bring your camera, watch or participate in the many winter family activities.

Volunteers, organizations and corporate sponsors have worked to provide the best winter fun for all. For more Winterfest information contact the Hamilton Department of Culture and Recreation Winterfest Hotline at 546-4646.



Chimo (centre), Winterfest's mascot, attends all Winterfest events.

New Special Events Officer

Anna M. Bradford has been appointed **Special Events Officer** in the Economic Development Department.

Anna has over ten years combined experience in Special Event and Cultural planning and development and comes to the department from the position of Curator and Assistant General Manager of the Canadian Warplane Heritage Museum. Apart from work experience, she has held several high profile volunteer positions in a number of local organizations, including the Hamilton International Airshow. She views her main challenge as developing promotional vehicles for established events while attracting and/or developing new events for the '90's.



Anna Bradford, the Region's new Special Events Officer

Greater Hamilton - Greater Events Brochure

What was the name of that event? I can't remember the date? Who do I call?

Luckily, the Region provides spectacular special events, but sometimes it's difficult to remember dates and times.

In 1991, Tourism and Convention Services will produce a bi-annual colour brochure listing events taking place from January to June and July to December. This envelope size brochure will also fold out into a handy calendar. It will be designed for motor coach tour operators and the general public.

If you have an event you wish listed or would like a copy of the brochure, call 546-2614.

Crime Stoppers Bring International Conference to Greater Hamilton

In the fall of 1987, Crime Stoppers of Hamilton-Wentworth decided to bid for the 1990 International Conference and went to work selling Greater Hamilton to conferences in Norfolk, Virginia, and Albuquerque, New Mexico.

The 11th Annual **Crime Stoppers International Conference** met in Greater Hamilton on September 22-26, 1990, under the theme "Blow The Whistle on Crime." A record number 760 delegates and spouses, including representatives from the United States, Great Britain, Australia, Mexico, Guam, the Philippines, the Virgin Islands, Taipan, and Canada, attended.

The Conference was an educational experience. The Hamilton Convention Centre proved an ideal location to present college accredited training on such subjects as stress management, gang identification, running effective meetings, and family violence.

When not training, delegates enjoyed a wine and cheese party at the Art Gallery of Hamilton, and a vintage aircraft show by the Canadian War Plane Heritage Museum followed by a MASH 4077 theme dinner and dance. They also enjoyed a "Whistle Stop Junction" BBQ at the Convention Centre, a train ride to Niagara Falls, a trip on the "Maid of the Mist," the Hamilton-Wentworth Police Chorus, and fine cuisine at the closing banquet.



Mash Night was a photo opportunity for the 11th Annual International Crime Stoppers Conference committee members. Included are Crime Stoppers International President (and Hamilton-Wentworth Regional Chairman) Reg Whynott (front right) and Conference Chairman Paul Lakin (front left).

"We have a world-class act here with our Convention Centre, the revitalized downtown core and the expert and friendly staff in the hospitality industry," said Conference Chairman Paul Lakin. "We were happy to treat delegates to Greater Hamilton hospitality."

Crime Stoppers, an association of concerned citizens working with police forces, involve local media, especially television, in a ninety second re-enactment of a crime. Callers are offered anonymity and a cash reward if the information leads to an arrest.

Conventions Like It Here! Many are Rebooking

If asking for a second helping is the ultimate compliment to a good cook, then having a conference rebook in your city is the ultimate testimonial to a successful convention.

Recently, several organizations did just

The Ontario Library Association,

Association of School

Christian

and the Ontario

Association have

Hamilton

in

cape Ontario

ments to

year after

hosting very successful conventions here.

Reasons for returning are as varied as the Associations, but reasons given include superior convention and accommodation facilities, value for dollars spent, and ideal location.

Moreover, Greater Hamilton hospitality industry's overwhelming commitment to servicing is essential to a convention's success. Economic Development staff believe that, as Associations become more sophisticated in their meetings and conference planning, their expectations with regard to servicing increases dramatically.



Hamilton's new Eaton Centre is a 400,000 square foot, uniquely designed shopping mall boasting over 115 shops and restaurants and employing approximately 800 people.

Convention Ambassadors Honoured



1990 Convention Ambassadors brought their organizations' convention to Greater Hamilton.

Over 150 Convention Ambassadors were honoured at the **5th Annual Convention Ambassador Awards Banquet** recently at the Holiday Inn. Co-ordinated by the Hamilton and District Chamber of Commerce, this program is

sponsored by the Region of Hamilton - Wentworth through the Economic Development Department HECFI, the Holiday Inn, Carmen's Banquet and Convention Centre, the Royal Connaught Hotel and the Sheraton Hamilton Hotel.

The Program was initiated to honour those area residents who have bid for and won conferences and conventions for Greater Hamilton in an attempt to encourage more convention business for the community.



Hamilton Convention Centre Says Thank You In a Big Way

If you have been through the Hamilton Convention Centre recently, there's a good chance you have noticed a very large, every impressive wall plaque adorning the main lobby.

The Hamilton Convention Centre Wall of Conventions, as it is called, is a tribute to those organizations which have held a major convention at the Convention Centre.

A portion of the wall has a section recognizing Ambassadors - those local individuals who were instrumental in attracting a major convention to the Hamilton Convention Centre. The wall, designed to publicly thank organizations and individuals for their patronage, includes the names of 110 Associations and will be updated annually.



Hamilton Convention Centre Sales Manager Sal Farrauto stands in front of the impressive Wall of Conventions. It will eventually hold the names of 500 conventions.

If Music Be The Spice of Life, Play On



Overture '90 - Music for the 21st Century was the theme for this year's **Ontario Music Educators Association's Annual Conference** held in Hamilton November 15 - 17.

The Conference attracted close to one thousand music educators, composers and performers and included sessions on "Music Therapy and Special Education," "Fundamentals for Superior Band

Performance," "Basic Voice Training," and "Folk Dance".

Highlights of Overture '90 were performances by the Hamilton Philharmonic Youth Orchestra, the Hamilton All Star Jazz Band and the Gold Company, an award winning vocal jazz ensemble from Western Michigan University. Key note speaker for the Conference was Stephen Lewis.



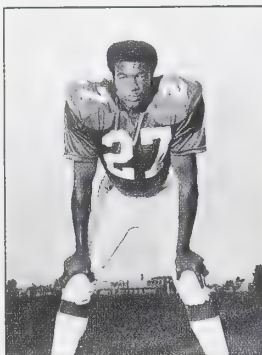
Five New Football Hall of Famers



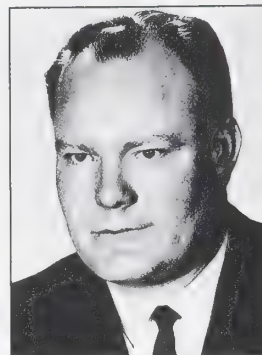
Jim Corrigan



David Fennell



Marvin Luster



Eagle Keys



Ken Preston

The Canadian Football Hall of Fame welcomed five new members at an Induction Dinner/Dance held at the Hamilton Convention Centre on October 20, 1990.

Five inductees honoured at this year's dinner, included players **Jim Corrigan**, an outstanding defensive lineman for the Toronto Argonauts from 1970 to 1981; **David Fennell**, nicknamed "Doctor Death" for his toughness and leadership on the Edmonton Eskimos defensive line from 1974 to 1983; **Marvin Luster**, a versatile offensive end and defensive back with the Montreal Alouettes and the Toronto Argonauts; and builder **Eagle Keys**, who, after his playing career, coached the Edmonton Eskimos, the

Saskatchewan Roughriders and the B.C. Lions for a record of 147 wins, 122 losses and 8 ties. Also recognized was **Ken Preston**, the superb Saskatchewan Roughriders General Manager from 1958 to 1977 whose cleverness at recruiting was reflected in the green Riders' 172 wins, 135 losses and 11 ties.

Each man was introduced by retired Hamilton radio broadcaster Perc Allen. A video presentation produced by Paul Graham Productions showed highlights of their careers and provided personal reminiscences and congratulations from teammates and coaches.

An ailing Ken Preston was represented by his son Rich, but Corrigan, Fennell, Luster and Keys were in attendance to

personally accept Canadian football's highest honour.

Hamilton Alderman Tom Murray presented each of the new Inductees with an original drawing produced by Blaine of the Hamilton Spectator. Steel busts, which will be permanently exhibited in the Hall of Fame, were on display at the head table.



New York-Penn League *Promotional Award is for the Birds*

Hamilton Redbirds General Manager Ben Liotta was awarded the Larry McPhail Award for promotional excellence, league President Leo Pinckney announced in October from his New York, N.Y. office. Liotta becomes the first General Manager of a Canadian team to win the award.

given to the club that had the strongest and most innovative promotional campaign during the season. Liotta now becomes eligible for the McPhail National Association award given out at the Winter meetings in Los Angeles.

"The award is a great honour not only for me, but for our entire organization", Liotta said. "We work together as a team right from our owners on down. A lot of the credit should go out to Joe Vellano, Jack Tract, and my assistant Tony Torre for all of their hard work. Everybody had a hand in making this year so successful, and that makes this award a team award."



Liotta is the director of the league's promotional efforts, and is

Convention Update

January 1991

- 10-11 Spectator Indoor Games
- 15-18 Landscape Ontario
- 23-27 Society of Ontario Veterinarians

February

- 6-8 Ontario Recreation Society
- 21-24 The Ontario Garden and Flower Festival

March

- 1-10 Labatt Brier
- 11-13 Labour Canada - 1st National Conference on Workplace Safety and Health

April

- 8-9 Resource Teachers Association of Ontario
- 15-20 National Conference on Disaster Management
- 21-25 Polymer Processing Society International
- 24-26 Industry - Education Council of Hamilton-Wentworth
- 28 American Waterworks June 1 Association


Events Update

January 1991

- To Feb. 15 **The Environment Exhibit**, Children's Museum, Gage Park, 549-9285
- 3 **Dukes of Hamilton vs North Bay Centennials**, Copps Coliseum, 528-3000
- 5 **Dukes of Hamilton vs Windsor Spitfires**, Copps Coliseum, 528-3000 
- 8 **Dukes of Hamilton vs Niagara Falls Thunders**, Copps Coliseum, 528-3000
- 8-9 **Hamilton Philharmonic Orchestra**, Seagram and Stelco Steel Classics, Great Hall, Hamilton Place, 526-6555
- 12 **Dukes of Hamilton vs Peterborough Petes**, Copps Coliseum, 528-3000
- 9-Feb. 2 **Theatre Aquarius, "The Kite"**, Studio Theatre, Hamilton Place, 522-7529
- 10-11 **1991 Hamilton Spectator Indoor Games, International indoor track and field competition**, Copps Coliseum, 525-1629
- 12-13 **Hamilton Philharmonic Orchestra**, Dofasco Family Pops - "Brass with Class", Great Hall, Hamilton, 526-6555
- 15-16 **Hamilton Philharmonic Orchestra**, Du Maurier Candlelight Concert, "Rossini, Bartok and Beethoven", Royal Botanical Gardens, 526-6555
- 20 **Hamilton Philharmonic Orchestra**, St. James Baptist Church, 526-6555
- 20 **Dukes of Hamilton vs Kitchener Rangers**, Copps Coliseum, 528-3000
- 21-22 **Hamilton Philharmonic Orchestra**, Seagram and Stelco Steel Classics, Montreal Symphony Orchestra, Great Hall, Hamilton Place, 526-6555
- 24 **Dukes of Hamilton vs Owen Sound Platters**, Copps Coliseum, 528-3000
- 25-Feb. 3 **Winterfest**, 546-4646
- 26 **Dukes of Hamilton vs Sault Ste. Marie Greyhounds**, Copps Coliseum, 528-3000


- 27 **Hamilton Philharmonic Orchestra, "Sundae Symphony"**, Great Hall, Hamilton Place, 526-6555
- 31-Feb. 2 **Opera Hamilton, Popera Plus**, Great Hall, Hamilton Place, 527-7627
- 31 **Dukes of Hamilton vs London Knights**, Copps Coliseum, 528-3000

February

- To 3 **Winterfest**, 546-4646
- To 15 **The Environment Exhibit**, Children's Museum, Gage Park, Hamilton, 549-9285 
- 1 **McMaster Professional Dance Series, "Ballet Jorgen"**, Robinson Memorial Theatre, McMaster University, Contact: 525-9140, Ext. 4660
- 1, 2, 7-9 **Players' Guild of Hamilton, "A My Name is Alice"**, Macdonald Theatre, 529-0284
- 3 **Dukes of Hamilton vs Detroit Ambassadors**, Copps Coliseum, 528-3000
- 7-10 **Hamilton Boat and Sportsmen's Show**, Copps Coliseum, 527-7900
- 8 **McMaster Professional Theatre Series, "Sinners"**, Robinson Memorial Theatre, McMaster University, 525-9140, Ext. 4660
- 9-10 **Hamilton Philharmonic Orchestra**, Dofasco Family Pops "The Great Sousa", Great Hall, Hamilton Place, 526-6555
- 10 **Symphony Hamilton, "The Splendour of Slavonic Music"**, Mohawk College Theatre, 648-2813
- 12-13 **Hamilton Philharmonic Orchestra**, Du Maurier Candlelight Concert, Royal Botanical Gardens, 526-6555
- 17 **Hamilton Philharmonic Orchestra**, St. James Baptist Church, 526-6555
- 21-24 **Ontario Garden and Flower Festival**, Hamilton Convention Centre, 547-7135
- 21 **Dukes of Hamilton vs Kitchener Rangers**, Copps Coliseum, 528-3000
- 22 **Te Deum Orchestra, "The Splendour of Venice"**, Christ's Church Cathedral, 628-4533
- 23 **Bach Elgar Choir, "Chorus Lines"**, Great Hall, Hamilton Place, 527-5995

- 23 **The John Laing Singers**, Choral music of two 18th century masters, James Street Baptist Church, 525-0619
- 23 **Dukes of Hamilton vs Sault Ste. Marie Greyhounds**, Copps Coliseum, 528-3000
- 26-27 **Hamilton Philharmonic Orchestra**, Seagram and Stelco Steel Classics, Great Hall, Hamilton Place, 526-6555
- 27-Mar. 23 **Theatre Aquarius, "A Walk in the Woods"**, Studio Theatre, Hamilton Place, 522-7529

March

- To 23 **Theatre Aquarius, "A Walk in the Woods"**, Studio Theatre, Hamilton Place, 522-7529
- 1-26 **The Carnegie Gallery**, Doug Moore - paintings, Mini-Exhibition: "Conservation Images", Dundas, 627-4265
- 2-10 **Labatt Brier, Canadian men's curling championship**, Copps Coliseum, Ticket Information: 1-800-668-6626
- 3 **Hamilton Philharmonic Orchestra**, Sundae Symphony - "Peter & the Wolf", Great Hall, Hamilton Place, 526-6555
- 3 **Hamilton Concert Band**, "Great Transcriptions for Wind Band", Hamilton Public Library, 388-2989
- 9-10 **Hamilton Philharmonic Orchestra**, Dofasco Family Pops - "Musical Stages", Great Hall, Hamilton Place, 526-6555
- Walt Disney World** 
- 12-17 **Walt Disney's World On Ice**, Copps Coliseum, 527-7900
- 19-20 **Hamilton Philharmonic Orchestra**, Du Maurier Candlelight Concert, "All Mozart Program", Royal Botanical Gardens, 526-6555
- 22 **Te Deum Orchestra, "Happy Birthday Johann"**, Christ's Church Cathedral, 628-4533
- 26-27 **Hamilton Philharmonic Orchestra**, Seagram and Stelco Steel Classics, Great Hall, Hamilton Place, 526-6555
- 28-Apr. 30 **The Carnegie Gallery**, Joyce Honsberger, "Spacial Sculptures" Mini-Exhibition: "The Plate", Dundas, 627-4265
- 29,30-Apr. 4-6 **Player's Guild of Hamilton, "Steel Magnolias"**, Macdonald Theatre, 529-0284
- 31 **Hamilton Philharmonic Orchestra**, St. James Baptist Church, 526-6555



An economic review of the Hamilton-Wentworth Region.

Address: Economic Development Department

First City Trust

1 James Street South, 3rd Floor

Hamilton, Ontario L8P 4K5

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Design: Glynn & King and Paula Advertising

Photo: Jennifer Valour Reproductions

Printing: Crown Printing

Editor: Diana Cameron

The Brier Returns to Hamilton After 42 Years.



Ontario's Russ Howard at Labatt Brier.

At a media reception, held December 7th in Copps Coliseum, Don MacLeod, 1st Vice-President of the Canadian Curling Association, announced the 1991 **Labatt Brier** had been awarded to the Hamilton and District Curling Committee. A key factor in this decision was the great support received from Mayor Morrow, the City of Hamilton and the assistance of the Region's Economic Development Department.

Interested cities were asked to submit a general bid in early September. Hamilton, which was at the top of the selection Committee's list, is no stranger to curling, though it has not hosted the Canadian Men's Curling Championship since 1949.

Copps Coliseum has the finest facilities in Canada to host the National Championship and no doubt a record attendance figure will be set March 3 - 10, 1991, surpassing the 147,000 in Saskatoon. Tickets for the week, including the final, will fall in the \$160 and \$210 range.

What is the Brier and what does it represent?

Since 1927 the Brier has been the recognized name for the Canadian Curling Championship. Twelve rinks compete for the National title.

What does it mean to the curlers in our area?

A volunteer staff of 600 will be required to maintain the high standard of the event. Local Curling Clubs will be recruiting before the current curling season ends.

What happens to the profit generated by this special event?

The bid, as submitted, showed 70% of the net profit generated by the Brier would go to the promotion and development of curling in the Greater Hamilton area. The remaining 30% will go to the Ontario Curling

Federation for the purpose of developing Junior and particularly the "Little Rock" program.

What does it mean to Greater Hamilton?

A hard core of 3,000 Brier followers and approximately 140,000 spectators will descend on Greater Hamilton over a ten day period, taxing hotel facilities, restaurants, malls and curling clubs. Special functions will be held at Hamilton Place, the Convention Centre and Copps Coliseum. A conservative estimate would be that 8 - 10 million dollars will be generated in our area that week. A by-product will be National T.V. exposure of Hamilton and its fabulous facilities, on week days over T.S.N. with semi-final and finals being on C.B.C.'s Week End.

The next two years will be a busy



A memorable year for curling in Hamilton was 1935, when the three famous Campbell brothers, Gordon, Doug and Don with Gordon Coates brought the MacDonald Brier to the City for the first time in its history. (Photo: The Spectator)

time for the Executive Committee. Chairman Mike Buist is looking for support and input from curlers and non-curlers. If you have any ideas make them known and maybe we can have the 1991 "BRIER-by-the-BAY" the greatest in Canadian History. (Courtesy of Art Burns)



Now Taking Off From Hamilton Airport

Hamilton Airport is now beginning to take off. Peter Ainsworth, the Airport's General Manager, indicates that "certainly we (the airport) can handle more business. I believe that the Federal study (Feasibility of transferring Toronto's Pearson Airport excess air traffic to Hamilton airport) will favour Hamilton and I look forward to the balance of the year with great optimism". As for the three new services scheduled for take off from the airport, Ainsworth says - "the more the merrier".

- Effective March 1, 1989 **Canadian Partner**, operated by **Ontario Express**, offers four non-stop flights from Hamilton Airport to Montreal's Dorval Airport, Monday through Friday, at times convenient to the business traveller. Service twice daily Saturday and thrice Sunday. The new 48-seat twin turboprop plane used on these flights combines state-of-the-art technology with optimum passenger comfort (416) 675-8311.

- **Canadian Partner** has also indicated that an Ottawa route will be offered to Greater Hamilton travellers shortly.

- **Nationair** will start services to Brussels, Belgium via Hamilton-Mirabel-



Brussels beginning early April 1989. In May **Nationair** will introduce its Windsor-Hamilton-London (England) connection. In total, **Nationair** will operate 11 weekly departures during the '89 summer months in comparison to five weekly departures which flew to Gatwick in 1988. (416) 679-4471

- **Elgin Air Service**. The Lake of the Woods' area, one of North America's best summer vacation destinations, is now more accessible for Southern Ontario residents. The 1100 km trip to northwestern Ontario has been reduced from a two day drive to just three hours by air. Six flights a week from Hamilton Airport with departures at 9:00 a.m. will have guests in Kenora by 11:00 a.m. (local time).

The air program has been packaged by **Variety Tours Inc.**, a Canadian wholesale tour operator. They have over 60 participating resorts, camps and lodges.

Air service of the non-stop flights to Kenora from Hamilton begin May 19 and continue through October 9, 1989

Region has Great Expectations For A Dickens Of An Idea!



The park will be a visitor and tourist attraction, themed around the life and times of Charles Dickens. The attractions will incorporate the following characteristics:

- Visual effects and experiences recreating atmosphere
- Representation of Dickensian characters and stories, both live and animated
- Rides, children's features, displays, exhibits, walk rounds, characters, street players, vendors, pageants
- Retail outlets offering products depicting themes of Dickens' stories and characters
- Full range of catering and licenced outlets

The attraction will be both entertaining and educational. It will appeal to children and adults, family and school parties and foreign tourists.

An intriguing atmosphere will be created to encourage regular and repeat visitors. Authenticity and a high standard of presentation is the primary aim.

The proposal was met with gracious pitches from representatives of all six regional communities who promised to do everything they can to make sure the theme park happens.

"Hamilton has the inside track," said Mr. Edwards. "If the statistics stack up - you've got 100 million people within a day's drive - then you have a superb location."



The Economic Development and Planning Committee on February 8, 1989 learned that a year-round **Dickens World Theme Park** could be open in the Hamilton area in the near future. **Leisure World International Co. (LWI)** representatives (the company behind the park concept) liked what they saw in Greater Hamilton.

After a morning of viewing potential sites throughout the Region, Ken Edwards, Managing Director of LWI, was positive about the Region's chances at landing the \$50 - \$100 million project.

While complimenting the enthusiastic and efficient members of the Economic Development Department for their interest and immediate response to the project, Mr. Gerry O'Sullivan, LWI's Creative Director, told the Regional committee he was impressed with what he saw, particularly with the industrial side. "Hamilton," he said, "is an industrial steel town. Half of Dickens' syndrome is based on the industrial revolution of the 19th century."

Details of the concept will not be announced until after a feasibility study is completed in approximately four months. Mr. O'Sullivan did explain that "Dickens World will be a theme park complex including pubs, restaurants, entertainment, various Dickens characters and the only Dickensian Christmas of its kind in the Americas."

Hamilton International Airshow: One of North America's Most Unique



The 15th annual Hamilton International Airshow will feature the Canadian Forces Snowbirds.

The 15th annual **Hamilton International Airshow** will feature the Canadian Forces Snowbirds and the flying Lancaster Bomber owned by the Canadian Warplane Heritage Museum.

This year's show will be held on Father's Day weekend June 17th and

18th at Hamilton Airport.

The largest in-flight display of warbirds in Canada will be part of this world-class event. Modern jet fighters will perform along with the famous French Connection aerobatic team. Glider and stunt pilot, Manfred Radius, will thrill people with his flying act.

Alexander Lutchin, Director of Public Relations, points out that the unique feature of the Hamilton Airshow is that "it is both an air and ground show, and a full day event. Spectators will have the opportunity of viewing many modern and historic aircraft on the ground. Some air force airplanes and helicopters will be open for tours. Enjoy the fun of talking to air crews and pilots about their work and travels. A special staircase gantry has been built so people can look inside the flight deck of the famous Lancaster."

Advance discount tickets will be on sale after May 8th at selected Tim Horton Donuts and Big V Drug Stores.

Gate prices are the following:
Adult - \$9.00, Children under 12 - \$5.00, car load up to six - \$30.00. Special bus tour prices are available by calling the airshow administration



centre at (416) 528-4425 or fax (416) 679-4186. Special access is provided for disabled persons. Gates open at 8:00 a.m.

Hamilton's International Airshow is one of North America's Largest. The unique feature is that it is an air and ground show offering a full days' activities for the entire family.

Copps Coliseum: Why the Events are Coming Here

Just three years into its brief history, Hamilton's **Copps Coliseum** has become a hit with not only the ticket-buying public but also with promoters that bring the wide variety of popular shows to our Region.

The 17,500 seat trade centre/arena opened in December 1985 with the World Junior Hockey Championships and followed up with the tremendously successful Canada Cup in 1987. In 1988, some may well have wondered what was in store for an encore. Coliseum Director John Crane and staff responded with an '88 lineup that demonstrated the remarkable versatility of the facility: An October concert by heavy metal supergroup Def Leppard



Walt Disney's "World on Ice"

set a record for gross revenue generated by a single event: Over 7,000 participants attended the Canadian National Square & Round Dance Convention; Over 20,000 packed the

Coliseum and adjacent closed circuit locations to hear the concluding sermon of Billy Graham's Golden Horseshoe Crusade; The Detroit Pistons for the third straight year took on the Atlanta Hawks in an NBA pre-season matchup; The Boston Bruins and New York Islanders battled in an NHL pre-season clash; Walt Disney's Magic Kingdom on Ice returned for a second visit to Hamilton with the endearing tale of Pinocchio.

Disney On Ice is a production of Kenneth Feld, who first brought his ice extravaganza to Hamilton in the form of Snow White and The Seven Dwarfs in March 1987. The Disney On Ice engagements have been so prosperous that they remain the most attended family events since Copps Coliseum was erected. The response of the Greater Hamilton market to the first two shows was so great that Mr. Feld decided to bring Ringling Bros. and Barnum & Bailey Circus to Hamilton for the first time in 33 years in November and Walt Disney's World On Ice Celebrating Mickey's Diamond Jubilee in March.

Joe Lewi, spokesman for Mr. Feld, explains the appeal of Copps Coliseum to his company: "We have found that Southern Ontario, and particular Hamilton-Wentworth, represents a very good market for our shows. Copps Coliseum itself is a wonder facility, both in terms of the building itself and the energetic staff that works there."



The 1989 Copps Coliseum forecast calls for a continued effort to bring a distinctive blend of popular entertainment to this locale. Director John Crane states: "We have had a busy winter despite the absence of a permanent hockey tenant. Randy Travis, a country music superstar played to a sell-out crowd. The Sportsmen's Show and Travelcamping Show each were successful events which used the building in the trade show mode. And our annual track meet The Spectator Indoor Games, was one of the most vibrant in North America. Now we're looking forward to the return of an Ontario Hockey League team to the building in the fall. I think after three years we're on the map but we've got to keep actively pursuing the promoters who bring the shows to Hamilton and, inevitably, the people to our seats.

Like any three year old, Copps Coliseum is just beginning to grow.

Region Eyes German Tourist Market

West German tourists are quickly becoming one of Ontario's largest offshore markets which the Region plans to tap.

In early March staff from the **Economic Development Department** and **Canada Coach Lines** accompanied **Councillor Don Ross** to Berlin for the International Tourism Exchange (the world's largest tourism trade show) to promote Greater Hamilton as a travel destination. This event coincided with **Nationair's** announcement of its scheduled service from Hamilton to Brussels. Brussels' close proximity to West Germany,



(From right to left) Councillor Don Ross, Chairman of the Economic Development and Planning Committee and Gabe Macaluso, Manager of Tourism and Convention Services promote Greater Hamilton to Mr. W. T. Delworth, Canadian Ambassador to West Germany.

coupled with its competitive rates will provide an excellent opportunity for the Region to attract a healthy market share of German tourists.



National Tourism Awareness Week

Twenty billion dollars has a pretty nice ring to it:

"That's the total value of tourism spending here in Canada, and if it sounds like a lot, well, it is", said **Allen Cocksege**, Assistant Deputy Minister of Tourism Canada, in a **Tourism Canada's Awareness Ad** regarding **Tourism Awareness Week**.

"Tourism is Canada's second largest import industry outranking natural gas, wheat, crude, petroleum and lumber.

Tourism is creating new jobs for Canadians faster than any other industry. One million people, young and old, in all regions of Canada, earn all or part of their living from tourism.

It's a people business. It helps us get to know one another better, and to share our culture and our country's natural beauty with people from around the world".

May 15 - 21 is designated as **National Tourism Awareness Week**. Many country-wide celebrations and awareness programs are schedule.

As part of the fastest growing industry in Canada we in the Region's Economic Development Department - Visitor and Convention Services along with other members of the local tourist industry will be doing our part to strengthen Greater Hamilton's competitive edge.



Activities

Week Prior **On Air Breakfast Broadcast** - all local radio stations

- May 9 **Regional Council Proclamation**
- May 15-21 **Postcard Promotion** - postcards featuring the six municipalities will be available for residents to send (postage pre-paid) to friends and relatives inviting them to visit Greater Hamilton
- May 15 **Tourism Baby Ambassador Announcement**
- May 15 **Tourism Appreciation Reception**
- May 16 **Presentation to Regional Council**
- May 17 **Hamilton Airport and Canadian Warplane Heritage Museum Luncheon** - Guest Speaker, Shirley Martin M.P.
- May 17 **Highschool Tourism Students - Display**
- May 18 **Tourism Marketplace**
- May 18 **International Museum Day**
- May 18 **Convention Ambassador Awards**
- May 20-21 **Open House** - at various local attractions
- May 21 **Hamilton Street Railway Mystery Tour**

For further information on all these events call 526-4222 or 522-1151

Why not help us to celebrate all through the year with a smile, a handshake and a word of welcome. It is something we do well. Let's grow together in tourism.



"Good News"

Warm welcome given by city

The Hamilton & District Home Builders' Association recently welcomed over 800 delegates from across the country to the Canadian Home Builders' Association Conference held from February 5th to 8th in Hamilton.

We enjoyed an extremely successful conference, due in part, to the tremendous support and assistance we received from Hamilton Mayor Bob Morrow, the Economic Development Department of the Regional Municipality of Hamilton-Wentworth and the management and staff at the Hamilton Convention Centre.

Our compliments and thanks to the many people who worked so diligently to ensure a first-class event and a warm welcome to the hundreds of visitors to our city.

*Tony Battaglia,
President,
Hamilton & District Home
Builders' Association*

In case you've been looking, the Economic Development Department has moved to:

**First City Trust
1 James Street
South**

**3rd Floor
Hamilton, Ontario**

SKYLINE

ECONOMIC DEVELOPMENT DEPARTMENT • REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Volume 16

Tourism & Conventions; key sectors in Great Hamilton's economic future

Issue 2 1994

Winning friends and influencing people

Did you know the world's largest Science Fair will be held in Hamilton in 1995? Or that travel experts from every corner of the world chose Hamilton as the site of a 1995 conference? Or that, in 1992 when the recession was at its worst, conventions alone brought \$141 million into the Greater Hamilton area?

And let's not forget tourism. The Region's *Celebrate* tourism program helped increase attendance at area festivals in 1993 to more than 600,000 - an increase of 48% over 1992.

Tourism and Conventions are quite literally Big Business in Greater Hamilton - and getting bigger all the time. That's why this issue of *Skyline* features the efforts, successes and future plans of these activities.

No matter where you live or how you earn your income in Greater Hamilton, tourism and conventions affect you and your lifestyle. We hope this issue of *Skyline* helps you discover ways to assist and take advantage of this key part of Greater Hamilton's economy. •

NEXT ISSUE:

International Trade and Export: helping you determine export readiness and explore global opportunities to increase your profits



Aquafest '93 attracted 70,000 visitors to the Hamilton waterfront. This year's version, with an even broader range of events and attractions, is certain to build more attendance, many of them out-of-town visitors who will discover the Region's tourist attractions for the first time.

AQUAFEST '94

An overlooked resource becomes Greater Hamilton's newest tourist attraction

For over a hundred years, Hamilton's sheltered harbour generated the city's economic growth, serving as a port for goods coming and going by ships to destinations throughout the world.

Now the harbour is entering a new phase of Hamilton's economic activity, as the setting for a major annual tourist attraction: the third annual Westbury Canadian Life Greater Hamilton Aquafest.

An impact of over \$2,000,000.

At last year's Aquafest, over 200 activities took place, and an

estimated 70,000 people attended. The 1994 version, scheduled for July 23rd and 24th, will be centered at the new Harbourfront Park.

Activities during the two-day event, however, will extend all along the south side of the harbour front.

In addition to musicians and snack foods, Aquafest visitors will be treated to the sight of tall ships at anchor and riding the waves - plus an exciting re-enactment of an American attack on a British con-

tingent, replicating a battle from the War of 1812. Who wins the battle? (We know who won the War). Drum Corps demonstrations round out the activities.

Join the thousands of visitors who will come and see for themselves.

Dragon Boat competitors will churn the waters.

Contrasting with the military mood, teams of Dragon Boat racers will paddle their colourful crafts in competition. A Chinese

Greater Hamilton Tattoo stirs hearts and souls in Copps Coliseum



Each year, the Greater Hamilton Tattoo sets new standards for drama in sight and sound, attracting thousands of visitors to our area.

Whether your name was McTavish, Lavesque or Kowalski, if you were among the 8,000 people who attended The Greater Hamilton Tattoo on June 4th, you almost certainly felt the thrill that only massed pipe and drum bands can create.

Once again, this musical event was an artistic and economic success, with many out-of-town visitors discovering Greater Hamilton and staying to shop and dine in local businesses.

No one came further than the U.S. Army Academy Band

known as *The Hellcats*, who journeyed all the way from West Point to participate in what has become one of the largest indoor events of its kind in North America.

Four brass bands and four pipe-and-drum contingents performed intricate marching maneuvers with their musical performances, supported by dancers, choirs and military display teams.

The Greater Hamilton Tattoo has become one of the premier productions of its kind and serves as another magnet to draw visitors to the area. ●



Slo-Pitch Championships expected to make a \$5 million-plus impact on Greater Hamilton

When the umpire shouts "Play ball!" to signal the first pitch of the 4th Annual Labatt Slo-Pitch Ontario Provincial Championships on Friday, August 26th, he will launch two weekends of intense slo-pitch baseball activity worth well over \$5 million to the Greater Hamilton area.

Organizers expect the 1994 Provincial Championships to

attract between 7,000 and 8,000 people to each weekend event, and a total of 700 teams are expected to compete for the top awards. Many out-of-town visitors are expected to purchase accommodation from local hotels and motels, and add sightseeing activities to the sports events.

This year's tournament is the first of three annual championships

which the City of Hamilton has committed to host; games will be played at various parks throughout the city including Globe Park, Mohawk Sports Park and Turner Farm.

(Slo-Pitch is a variation of softball in which the emphasis is on hitting, running and fielding rather than pitching. But don't let the "slo" part fool you; the game is fast

and the athletic abilities of many players are very impressive.)

The Labatt Slo-Pitch Provincial Championships is one of many community events sponsored by the brewery and being held in the Greater Hamilton area. Others include the Labatt Brier, Labatt Canada Cup, COCA

Awards and last year's Canadian Country Music Awards. Proceeds for this year's Slo-Pitch Provincial Championships will be donated to a local charity to be named in a few weeks.

"We are very pleased that Hamilton, with the help of Labatt, has offered us such a great part-

nership opportunity," said Slo-Pitch Ontario Chief Executive Tom Buchan when announcing this year's tournament. "The facilities in Hamilton are exceptional and will provide us with room to grow over the next few years." •

Wild goings-on by the lake attract visitors from Halton and Niagara

It all began in the early 80's with the 30,000-square-foot Wave Action Pool at Confederation Park. Since then, Wild Waterworks has added giant water slides, Little Squirr Works for kids and - new for '94 - an Action River ride where people of all ages can float on an inner tube through rapids and water sprays, beneath bridges and through quiet grottos.

Action River could be the biggest attraction in the Greater Hamilton area this summer. Almost 1000 feet (300 metres) in length, Action River varies in depth from 2 to 3 feet and in width from about 3 feet to more than 9 feet. Built at a cost of \$1.5 million, Action River flows at a maximum speed of 3.5 miles per hour, carrying riders through the park in total relaxation.

Opening July 1st, Wild Waterworks launches its official

kick-off, the weekend of July 8th to 10th during the Festival On The Beach.

Wild Waterworks is part of a co-operative marketing group which includes privately-operated attractions such as Hutch's, Lakeland Go-Karts, Baranga's on the Beach, Adventure Village and Lakeland Community Centre. Together, they are promoted as the area's premier beach-front attraction, attracting visitors from a radius measured in driving time - in this case, about 30-minutes driving time along the QEW.

This means many of the visitors to Confederation Park travel from communities throughout the Niagara Peninsula to the east, and Halton to the north and west, adding to the overall tourist appeal of Greater Hamilton. •



Our premier beach-front attraction launches its all-new Action River this summer, adding to its appeal for adults and children from throughout Greater Hamilton and the Niagara Peninsula.

Ecotourism: Adding a new dimension to Greater Hamilton's tourism industry



The newest trend in the tourism industry is, paradoxically, perhaps the oldest attraction for tourists. It's called *Ecotourism*, and it represents an opportunity for Greater Hamilton to attract an entirely new sector of visitors to our area - most of them from outside Canada.

Ecotourism is the attraction of visitors to relatively undisturbed areas with the objective of studying, admiring and enjoying the scenery and its wild plants and animals. It's the reason many of us enjoy traveling into wilderness regions of Canada, but it also encompasses visits to less remote regions. Many Greater Hamilton activities qualify, including:

- Canoeing in Cootes Paradise
- Hiking the Bruce Trail
- Visits to working family farms
- Touring recycling plants/facilities
- Maple syrup tapping demonstrations

An environmentally and socially responsible form of tourism.

Ecotourism holds a special attraction to host communities because it is an environmentally and socially responsible form of tourism with minimum impact to the environment and maximum economic impact to the community.

The movement is a growing one, with impressive results.

After these research findings:

— If Canadians take significantly to view wildlife.

— Trips generated \$5.1 million in 1987.

- Bird-watching at Point Pelee National park yields almost \$8 million each year to the area.
- Whale-watching off Vancouver Island is a \$4.5 million annual industry.
- Even small-scale events, such as the Parkville-Qualicum Brant festival generate over \$400,000 each year.

Resources that local people take for granted but visitors find fascinating.

Communities across Canada are cashing in on the Ecotourism movement, using existing natural resources which local citizens often take for granted but visitors find fascinating. Examples include:

- Polar-bear watching in Churchill, Manitoba
- Seal watching in the Magdalene Islands, Quebec
- Whale-watching in Newfoundland
- Sea lions and eagles in Nanaimo, B.C.
- Old Growth pine forest in Temagami, Ontario
- Wilderness areas of Northern Ontario

A number of qualities are necessary before a community can capitalize on the Ecotourism movement. Most important is a natural environment that is essentially undisturbed and undeveloped, with significant physical and biological features. There must be no conflict with existing industry and development, and an effective community infrastructure must be

in place to provide easy access and facilities. Finally, widespread support from the private sector and the community, plus well-managed marketing programs and government assistance at every level are critical to success.

An action plan based on niche marketing to build Ecotourism for Greater Hamilton.

What can Greater Hamilton do to attract "Ecotourists"? Ideas are still being developed, but it is clear that a niche marketing program to reach overseas visitors will be required. This will include exposure at travel trade marketplaces focusing on tour operators from overseas countries, in addition to hosting familiarization ("fam") tours of the Region's Ecotourism product.

Area residents of all ages have long appreciated Cootes' Paradise. This may be the time for visitors from beyond our border to discover the many "green" attractions of Greater Hamilton while taking part in the Ecotourism movement. •

Greater Hamilton becomes the February focus for overseas 'Prospects'

Our operators representing the world-wide travel industry will be attending an annual event in an unusual setting. The event is *Prospect Ontario Marketplace*, a trade show designed to expose key tourism industry officials to the Province's diverse attractions and accommodations. And for the very first time, the site will not be Toronto or Ottawa, but Hamilton!

When Provincial tourism officials were searching for an alternative location which could provide facilities, attractions and location necessary for this type of Marketplace, the decision was made to award the show to Greater Hamilton, Ontario.

A combination of aggressive marketing by Tourism and Convention Services staff and the exceptional facilities available at the Hamilton Convention Centre, downtown hotels and the Royal Botanical Gardens convinced Ontario's Ministry of Culture, Tourism and Recreation that Greater Hamilton had the most to offer.

The economic impact of *Prospect Ontario Marketplace* will be substantial and two-fold.

In the short term, these visitors will inject funds into area businesses such as restaurants, hotels, attractions and shops during their stay. In the long term, we can

expect tour operators to direct clients this way to sample many of the special amenities Greater Hamilton has to offer.

To achieve this long-term goal, visiting tour operators will have the opportunity to visit sites such as Dundurn Castle, the Canadian Warplane Heritage Museum, Whitehern, the Hamilton Art Gallery and many more attractions, plus shops and fine restaurants.

"Fam" tours of Greater Hamilton and surrounding 'Festival Country' Region will provide visiting tour operators with the opportunity to design a comprehensive tour itinerary for future visits. •

Greater Hamilton tourism-building program is really something to Celebrate

The best test of true community spirit is to challenge a vast number of people to work together and achieve a common goal that benefits everyone.

Perhaps nothing illustrates the strength of Greater Hamilton's community spirit than *Celebrate*, a program to generate new tourist traffic into the Region. This three-year marketing plan uses festivals and events as "anchors" over the summer months to attract and retain out-of-town visitors. The primary word here is "retain" - the ultimate goal of *Celebrate* is to encourage visitors to extend their stay in the area.

Newspapers, radio and brochures are all used in various U.S. markets - including Buffalo, Rochester and Syracuse N.Y. as well as the states of Ohio and Michigan - to promote the various

schedules and special events in our Region. Local hotels, attractions and festival organizers all contribute in a united effort.

And it pays off! Consider these figures comparing the summer months (June, July & August) for 1992, when *Celebrate* was launched, with last year:

	1992	1993	Change
Economic impact	\$13,488,214	\$28,153,694	+48%
Tourism Centre Visitors	17,391	18,892	+ 8.6%
Major Festival Attendance	420,000	605,500	+44.1%

Celebrate includes a vast range of summer-long events in the Greater Hamilton area - events which pull in visitors like a magnet. They include:

- The Greater Hamilton Tattoo
- The Hamilton International Air Show
- Earthsong

- Aquafest
- Festival of Friends

Plus long-term attractions such as African Lion Safari, the Art Gallery of Hamilton, Hamilton Museum of Steam and Technology, and community events, including: Ancaster Heritage Days, Winona Peach Festival, Dundas Kite

Festival, It's your Festival, and many more. •



festival with exhibits and tasty Cantonese and Szechuan foods will continue the Oriental theme.

Aquafest is a project of the Regional Municipality, and is sponsored by Westbury Canadian Life as well as Lakeport Brewing Corporation and The Royal Connaught Howard Johnson Plaza Hotel.

Aquafest is an ideal example of the way Greater Hamilton can

benefit from utilizing natural resources that have often been taken for granted by the community. In this case, the Hamilton Harbour resource is less busy than it might have been two decades ago but also cleaner, more accessible and more attractive.

Another resource is the energy and optimism of Hamilton people. A body of water and a catchy

name alone doesn't produce successful tourist attractions. But citizens who recognize the importance of tourism to their economy, and who contribute their time and effort toward reaching a goal, can make it work. •

Local heroes are sought to "bring home the bacon" to Greater Hamilton



Local heroes are sought and rewarded by the Region at receptions such as this one held recently at the Hamilton Convention Centre on behalf of local medical professionals. Pictured here are (left to right): Sharon Westerside, Sales Manager, Sheraton Hamilton; Joe Fardell, Manager of Tourism and Convention Services, Greater Hamilton Economic Development Department; Judy Morrison, Health Information Research Unit, McMaster University Medical Centre; and Laurie Ham, Manager, Corporate Sales & Sheraton Hamilton

Charity begins at home, so we are told.

And when Greater Hamilton is looking for an influx of funds to boost the economy, the best place to begin is right here, with an appeal to leaders of local business groups and professional organizations. The challenge? To persuade their company, service club, organization or hobby group to hold their convention in Hamilton.

With our outstanding convention facilities, Hamilton and area residents become heroes among their colleagues for helping produce a successful event. And with conventions playing a major role in the area's overall economic activity, they become local heroes as well.

An idea launched in Puerto Rico.

Ed Domnichetti, a consultant with the Halton Region Roman Catholic Board of Education, can claim Local Hero status - although, like most heroes, he is a little uncomfortable with that title. Domnichetti, a former science teacher and currently Chairman of I.S.E.F. '95, attended the International Science and Engineering Fair in Puerto Rico in 1988 as a chaperone for local students. At the event, he was struck by two thoughts.

"First, I was really impressed by the quality of the exhibits at I.S.E.F.," he recalls. "These were super-sophisticated experiments, and the students were literally the cream of the crop among high school kids. Then I learned that the annual fair had never been held anywhere except on U.S. territory, and I figured perhaps it was time to make it a truly international event. So I began working to bring I.S.E.F. to Hamilton."

Domnichetti and his group succeeded, and in 1995 over 2,000 gifted students, teachers and judges, plus several hundred more foreign visitors, will attend the first I.S.E.F. to be held in a country other than the U.S.A. Total economic impact: perhaps \$7,000,000 injected into Greater Hamilton businesses.

An industry with a \$230,000,000 impact on local businesses.

While the anticipated revenue of I.S.E.F. '95 is impressive, it represents only a small portion of the total impact conventions make on the Region's economy - in fact, they represent a major industry. In 1993, for example, 211 conventions were held in Greater Hamilton, or almost one for every week-day. They attracted 73,000 delegates who purchased overnight accommodation here, plus 400,000 day visitors, all of whom made an impact of \$230,000,000 on local businesses.

Those kinds of figures justify special efforts on the part of Regional staff to promote conventions in Greater Hamilton.

While advertising of various kinds can be effective, the nature of the convention business demands direct person-to-person contact. As a result, the Region hosts receptions throughout the year at the Convention Centre. These gatherings provide prospects with an opportunity to reacquaint themselves with the facilities, mingle with other colleagues, visit information booths set up by local hotels and other suppliers, and share experiences in organizing and promoting conventions in Hamilton. It also provides the Region with an opportunity to

personally thank those who have managed to bring these important events to the area.

Best of all, the program works. Major events such as the recent Ontario Liberal Party Leadership Convention and the Canadian Association of Fire Chiefs Convention were a direct result of personal marketing efforts between the hospitality industry and local citizens.

"A resource we hadn't been able to tap before."

So was the most successful medical conference of its kind ever held in Greater Hamilton: The McMaster Faculty of Health

Sciences' *Tricennial Celebration*, a 14-month program of national and international meetings to celebrate the medical school's 30th anniversary.

More than 20,000 medical professionals attended over 30 events held almost exclusively in the Greater Hamilton area between May 1993 and June 1994. *Tricennial* Director Dr. Jay Forrest credits the support of Regional staff and local sponsors for much of its success.

"When we saw the scope of the program unfold," recalls Dr. Forrest, "we contacted the Region's Economic Development Department for assistance. They

saw an opportunity to promote Greater Hamilton and we ended up working closely with the Region as well as local hospitals."

The Region funded a promotional brochure and connected the *Tricennial* staff with local business leaders, many of whom chose to support the program financially.

"This contact with local industry will be retained in the future," Dr. Forrest points out. "It's a resource we hadn't been able to tap before, but now that the contact has been made I know we will seek advice from these partners in future activities." •

Curling sweeps Greater Hamilton in '96 and the Winter Olympics in '98

Curling fans the world over are excited about their sport's entry for the first time as an official event in the Winter Olympics. But before the rocks are swept in Japan in 1998, the eyes of curlers around the world will be on Greater Hamilton in March, 1996. That's when the World Curling Championships will be held at Copps Coliseum.

Whether or not you're a fan of curling, the statistics associated with this event are impressive. *And the benefits are a direct result of combining superlative Hamilton facilities with aggressive event marketing.*

"We expect between 1000 and 1500 foreign visitors in town for the duration of the Championships," says Bob Garvin, Executive Director of the event. "That will include 10 men's and 10 women's teams and their support members from around the world, plus a whole range of media people."

The large media representation will attend in part to generate many hours of television coverage direct from Copps Coliseum. TSN will telecast six hours live each day during the preliminary rounds while CBC-TV will carry semi-final

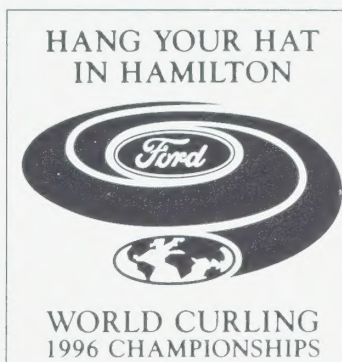
and final events.

"We worked with the Region to prepare our bid," Garvin explains. "When the economic impact study was completed, it was pretty clear that we all had a lot to gain."

How much? "We figured an average attendance at Copps of 6,000 people, which is pretty conservative considering the arena holds 16,000," he continues. "But even at that, with all the other items included, the championships would have a total impact of \$79 million. If we raise the average attendance to 10,000, which is still pretty conservative, the impact could reach \$100 million."

With stakes that high, it was worth investing some effort into launching a successful bid to bring the championship to Greater Hamilton. But the competition was tough. Other cities were vying for the prize, including Calgary and Saskatoon, both hot-beds of curling and winter sports, along with Berne, Switzerland; Glasgow, Scotland; and Nagano, Japan.

Garvin and his team began by building local support. Major Hamilton hotels came on-side, and



the group quickly assembled a budget of \$3.5 million dollars, a staff of 1200 local volunteers, and a national sponsor in Ford of Canada.

In addition, the group had some very heavy artillery in the form of Copps Coliseum.

"It was the clincher, in my mind," Garvin says. "No other city had an arena for curling that came even close. Copps is an NHL-calibre facility, and you just can't get an arena like that in other cities - especially in late March."

Facilities, enthusiasm, commitment and teamwork. When you put them together in the right combination, they can pay off - as much as \$100 million dollars' worth in 1996. •

REGION FEATURE EVENT

The Westbury Canadian Life Greater Hamilton Aquafest

Saturday July 23, 1994, 10:00 a.m. to 10:00 p.m., Sunday July 24, 1994, 10:00 a.m. to 8:00 p.m.

For further information call Tourism & Convention Services (905) 546-4222

Have You Heard?

IT'S HAPPENING IN HAMILTON

Major events held or planned in Greater Hamilton include:

International Children's Games,
McMaster University
June 13-19, 1994

Canadian Christian Festival IV - Honoured Guest:
The Archbishop of Canterbury
Copp's Coliseum & Hamilton Convention Centre,
June 23-26, 1994

World Basketball Championships,
Copp's Coliseum,
August 4-14, 1994

Labatt Slo-Pitch Provincial Championships
August 26-28, 1994
September 2-4, 1994

NDP Policy Convention,
Hamilton Convention Centre,
November 14-20, 1994

International Science & Engineering Fair,
Copp's Coliseum & Hamilton Convention Centre,
May 4-6, 1995

Kinsmen/Kinette National Convention,
Hamilton Convention Centre,
August 24-27, 1995

Canadian Country Music Association Annual Convention & Awards,
Hamilton Convention Centre & Hamilton Place,
September 12-18, 1995.

Canadian Chamber of Commerce Annual Convention,
Hamilton Convention Centre,
September 24-26, 1995.

Ford World Curling Championships,
Copp's Coliseum,
March 23-31, 1996

1993 Convention/Event Attendance Figures

Indicator	1991	1992	1993
Number of Conventions	196	215	211
Number of Delegates	78,245	72,204	73,277
Number of Spectators*	293,288	150,000	414,185
Local Revenue Generated	214,950,680	173,019,840	230,601,770

* Spectators refer to delegates/attendees not requiring overnight accommodation.

N.B. Statistics reflect only those conventions/events initiated and/or serviced by or directly reported to Economic Development.

Local Revenue Generated is based on the following formula, as provided by the International Association of Convention and Visitor Bureaux:

Delegates: \$160.00 (average amount spent per day by an overnight visitor to the Region) x 3.5 (average number of days delegate spends in Region) x 3.5 (spin-off)

Spectators: \$60.00 (average amount spent by daily visitor) x 3.5 (spin-off)

Attendance and Enquiry Summary

Indicator	1992	1993	+/-
Attraction Attendance	1,060,459	976,006	-7.9
Festival Attendance	420,000	605,500	+44.1
Mail Inquiries	2,357	1,287	-45.3
I-800 Number:			
Canada	1,896	2,654	+40.0
U.S.A.	2,554	3,906	+60.0
Motorcoaches *	1,057	1,275	+17.0

* This figure does not include Geritol Follies and other such major bus tour attractions.

We're interested in your comments. Please call or fax us at:

The Regional Municipality of Hamilton-Wentworth
Economic Development Department
One James Street South, 3rd Floor, Hamilton, Ontario L8P 4R5
Telephone: (905) 546-4447 or 1-800-263-8590
Fax: (905) 546-4107



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